the American Perfumer and ESSENTIAL OIL REVIEW

MAY 1954

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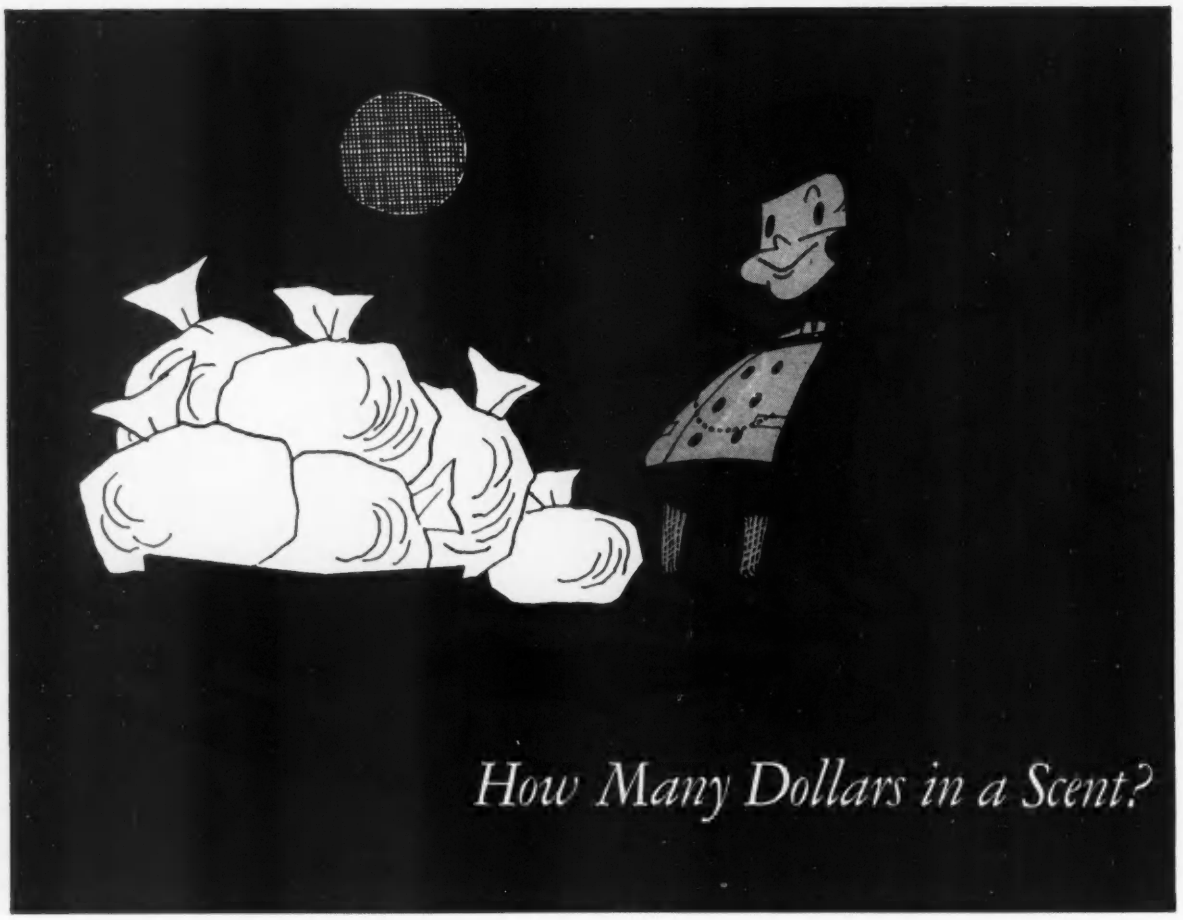

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LEENDERT DRUKKER
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SEWARD HEATON
Advertising Manager

E. C. JOHNSON
Circulation Manager

CHICAGO
Peoples Gas Building, Room 1328, Chicago 3, Ill. Harrison 7-7272

LOS ANGELES
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ABP

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

Established 1906

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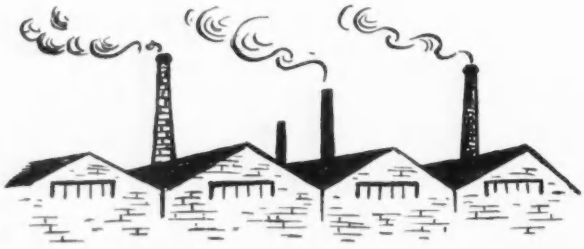

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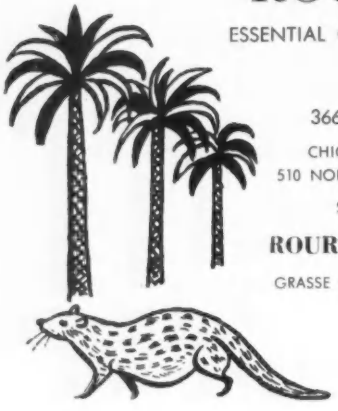

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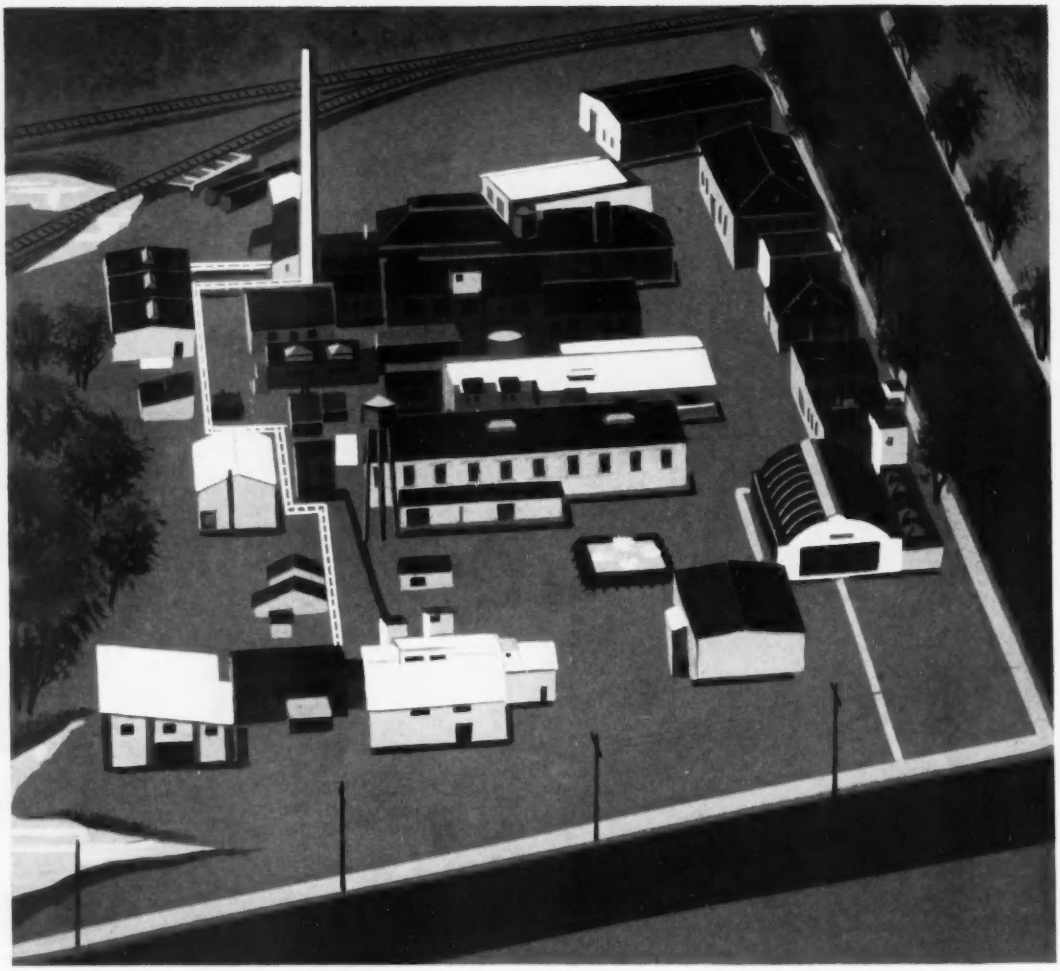

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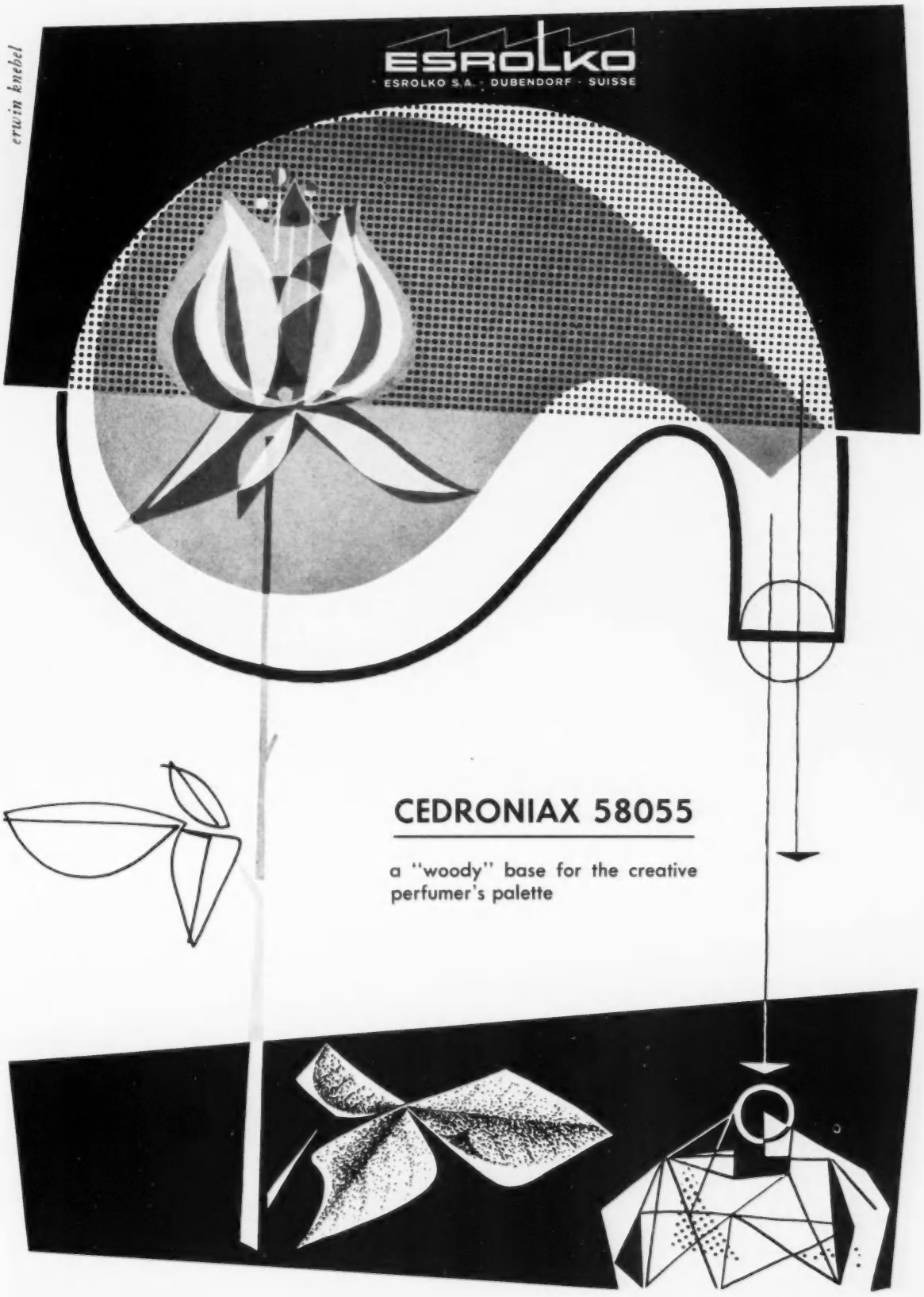
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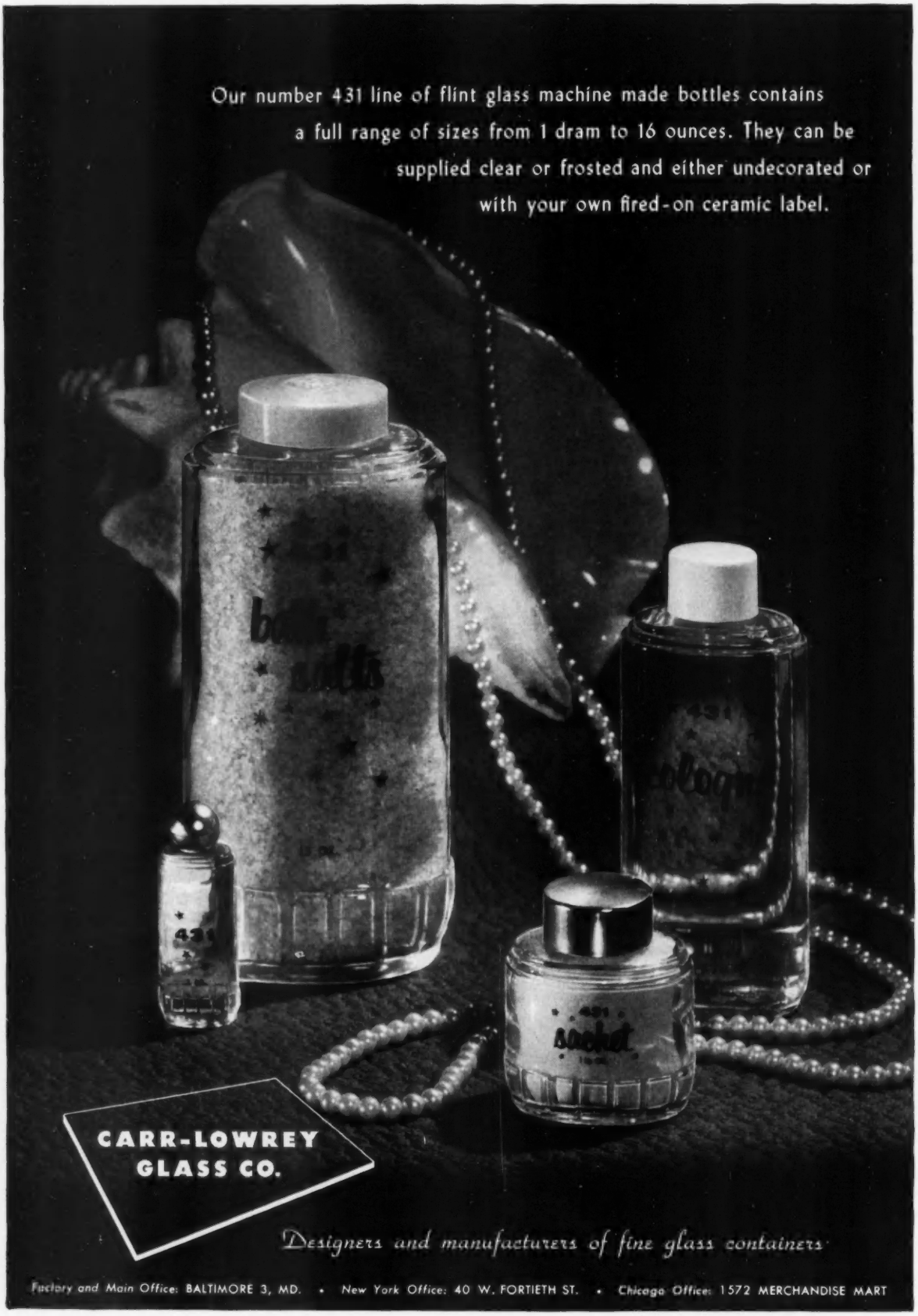
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Desiderata

BY MAISON G. DENAVARRE, F.A.I.C.

What Is Sorbitol?

The major supplier replies to this question:

"Our answers, briefly, would go something like this:

To candy makers: Sorbitol is a wholesome food ingredient made by hydrogenation of common sugars. It helps to keep many types of candy from getting hard and stale-tasting too soon.

To makers of cosmetic creams: Sorbitol is a non-volatile humectant. It protects creams from drying out in production and in storage and helps preserve texture when water is lost. It gives a pleasant feel on the skin.

To toothpaste manufacturers: Sorbitol is a combination binder, bodying agent, and humectant. It protects the paste against drying out, and helps keep it at a pleasant consistency.

To emulsifier manufacturers: Sorbitol is a valuable starting material for synthesis. Numerous highly effective surfactants are derived from sorbitol. These include partial esters of sorbitol anhydrides and the common fat-forming fatty acids and also polyoxyethylene derivatives of these esters. We could go on giving different definitions almost *ad nauseam*—for makers of tobacco products, various food products, vitamin C and so forth and so on."

Aerosol Patent

The aerosol shave cream patent litigation is going to be interesting, for it will raise the whole question of patentability of all aerosols, in one way or another.

I have just found an interesting abstract of a German patent that goes back to the 30's in which methylene chloride was the solvent (propellant?).

Furthermore, carbon dioxide as a propellant has been used for the last fifteen years or more. My own records show its use as a propellant for a hair waving fluid, which brought the product onto the hair as a thick foam. In fact my client and I spent a lot of time and money one year bottling such mixtures which were actually sold in commerce.

Sure, the propellant was different. So was the material propelled. But anyone "skilled in the art" could have worked out details, for in our own case, there was no complete *solution* of our gums in the vehicle. As I remember it, we also worked with shampoo.

Of course ethyl chloride has been packed in an "aerosol" for use in local anaesthesia, for many, many years. This packer has also put up a few different dressings in a similar package.

Just when prior art is not prior art, is something for the courts to decide.

New Soap Antiseptic

A new chlorinated benzoic anilid has just been introduced as a soap antiseptic to be used in concentrations of about 1½ per cent.

This now makes three such soap antiseptics from different sources, thereby making it quite a competitive field.

The proof is in the pudding. Hexachlorophene and bithionol have found their niche. Just where the new product fits in, is hard to say yet. But you can be sure the new supplier is not going to be outside looking in either. He has a lot of toxicity and use data that will help in getting started.

Polyvinyl Pyrrolidone

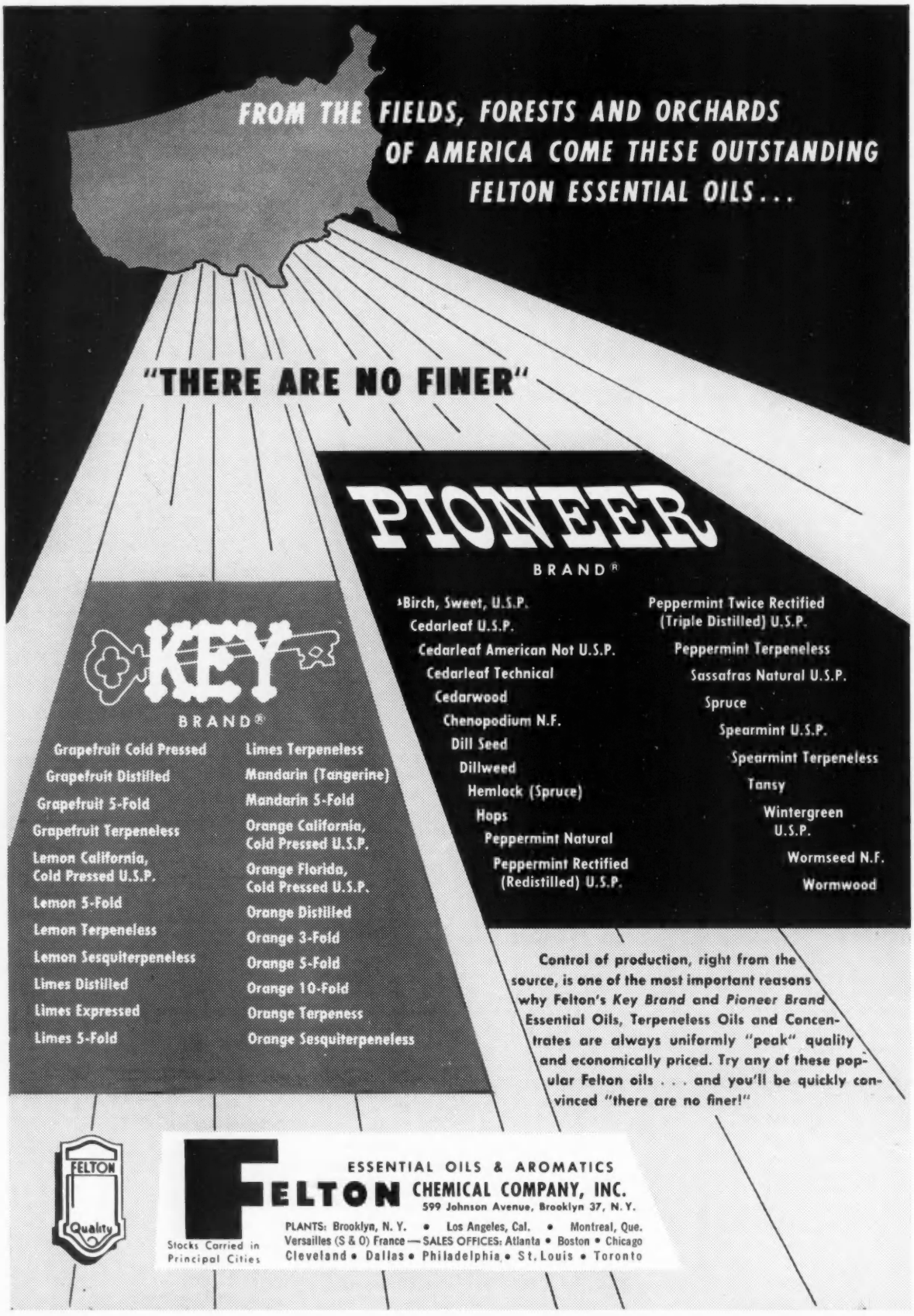
An address given before the Society of Cosmetic Chemists last December by Shelanski, brings to the fore a brand new material with a lot of interesting angles.

It is a solvent for iodine. It reduces irritating properties of many cosmetic materials (presumably these are known irritants). It is a detoxifier. It possesses skin and hair substantivity. It renders bithionol more active. That is quite a recommendation. Have you tried it yet?

Spoiled Cosmetics

I am making a collection of spoiled cosmetics—spoiled by bacteria, yeast or molds. Not interested in rancidity at the moment.

Any samples gratefully received, so authentic causes of spoilage can be isolated and studied. Please leave in original container, especially the same cap.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Questions & Answers

1065: Toothpaste Formulae

Q. Could you favor us with a few modern formulae for toothpaste? We are primarily pharmaceutical manufacturers but we anticipate gradually adding cosmetics to our activities. *V.B.H., West Indies*

A. The following is a formula for a current type of ammoniated toothpaste.

Tricalcium	*38.67%*
Urea	*13.00%*
Dibasic ammonium phosphate	*3.00%*
Sorbitol Syrup	*14.00%*
Glycerin	*10.00%*
Water	*16.64%*
2,2' -di-hydroxy-5,5' -dichloro-diphenyl methane (G-4)	*0.25%*
Sodium lauryl sulfo-acetate	*2.00%*
Aminoacetic acid	*0.34%*
Carboxymethyl-cellulose	*0.28%*
Flavor oil	*1.10%*
Saccharin	*0.22%*

Your pharmaceutical background will automatically suggest the manner for manufacturing this formula. If you wish, you can add chlorophyll up to 1½ per cent and to make your formula still more modern, you could replace all or part of the sulfo-acetate with sodium laroyl sarcosinate, one of the most effective anti-enzymes. This use is patented in some countries and you had better make sure of the chlorophyll usage and the antienzymes patent-wise before adding them for manufacture and sale in the territory you have in mind.

1066: 83% Lanolin Cream

Q. The writer has reviewed all past issues of the AMERICAN PERFUMER for a formula with a minimum of 83% of Lanolin U.S.P. but the search has been in vain. Therefore, I am taking the liberty to procure a formula for a lanolin cream containing 83%, and the balance of any substance which will subdue the stickiness of the wool fat. Also the compounding technique and if any preservative is required for this type of cream. The substance added to the lanolin should not be beyond a 7 pH. The product is intended to be used on human skin to control chapping which is common with bartenders in taverns whom have contact with solutions containing alkali. Your comment on a suggested formula of this type will be appreciated. (It should be somewhat better than "Lanolin Plus") if possible. *B.E.O., Wyoming*

A. Your request for a cream containing 83 per cent lanolin is exceedingly unusual. Mineral oil, the lower the viscosity the better, cuts the stickiness of lanolin. Synthetic fatty esters are more effective but some are patented, particularly, isopropyl-palmitate-myristate. I don't see how you can possibly get any water into such a cream for it will tak all of the contents between 83 and 100 per cent, and more to cut the stickiness of lanolin. Actually, you would be better off to add a silicone which has a higher water rebellency than lanolin. Sources of silicones are being sent separately.

1067: Oil for Bleaching

Q. I am interested in obtaining a workable formula for the production of an oil bleach similar to Roux-Oil Bleach #1 Gold or Clairol's #4 Neutral. Any cooperation would be very much appreciated. *W.H.P., Florida*

A. We are sorry to have to say that we do not know the composition of Roux-Oil Bleach or the other product mentioned in your letter. Off hand, we would guess oil for this use to be a mixture containing a dissolved oil-in-water emulsifier. Thus, when the oil is mixed with the peroxide, an emulsion forms and is permanent for the duration of the bleach operation.

1068: Cream Make-Up

Q. I wonder if you would be good enough to furnish me with a good formula to be used for a creamy make-up powder like Max Factor's "Creme Puff." *T.L., Japan*

A. We are not acquainted with the composition of the Max Factor Creme Puff. However, cream make-up can be produced in numerous ways. One is to take a good water-in-oil emulsion and disperse the necessary pigments in the fat phase prior to emulsification. You can do the reverse by using a stable oil-in-water emulsion, but again be sure the pigments are in the fat phase. On the other hand, you can use a gelled oil such as one of the isopropyl fatty acid esters which has been solidified with a high melting microcrystalline, montan or carnauba wax. Such wax is usually used in a concentration of 20 to 25 per cent of the total. To this gel you can add the required amount of pigments and colors and handle in the standard procedure.

1069: Lens Cleaners

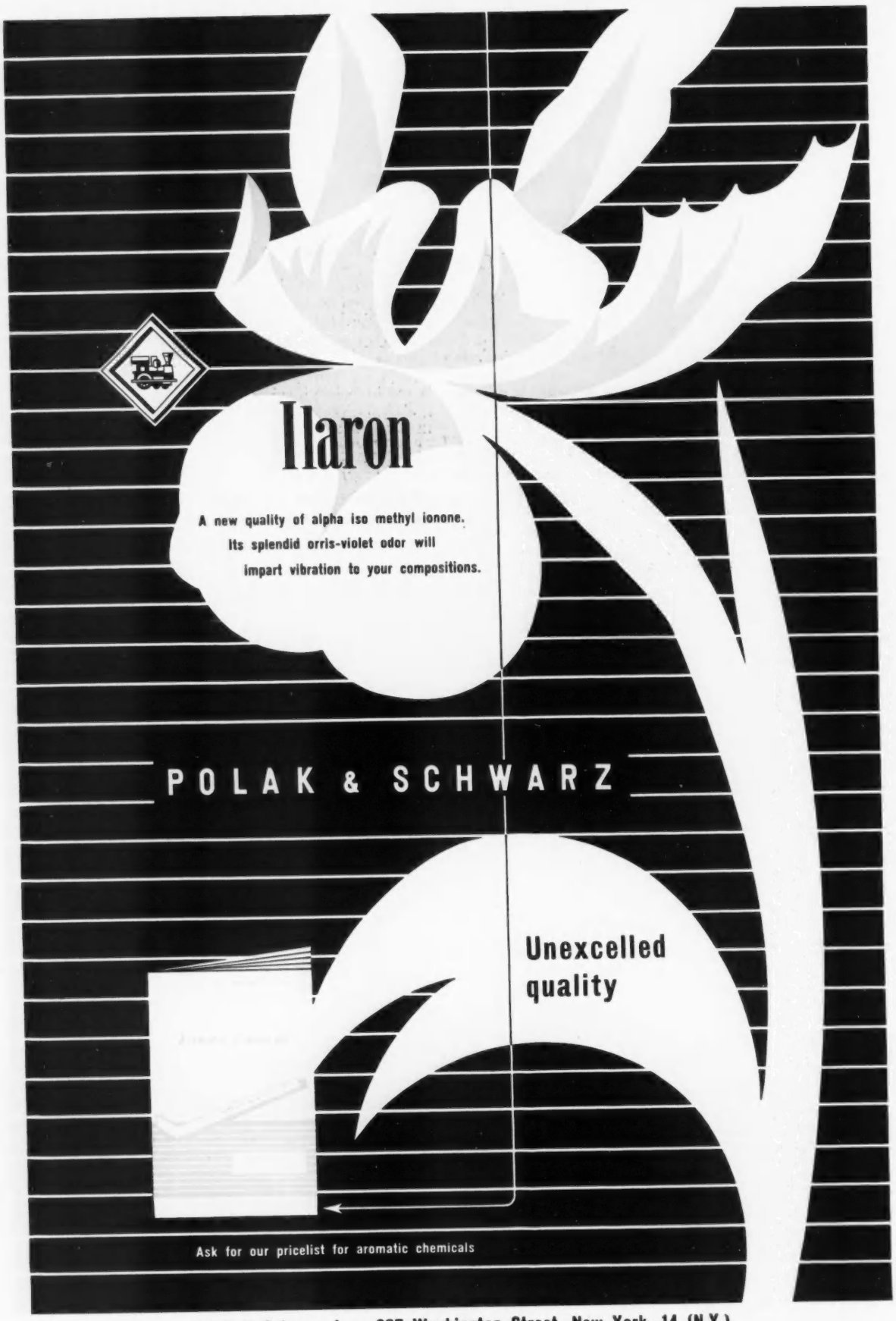
Q. We would appreciate very much if you would give us the active ingredients in liquid lens and glass cleaners as we are unable to obtain such information. One of our customers is interested in such a clear solution for such purposes. We thank you very much for your help in this matter. *R.P., Ohio*

A. Lens cleaners invariably contain a little soap and a small amount of alcohol. Glass cleaners are of many types, but the simplest contains varying amounts of alcohol depending upon the cost one can stand together with a polyol such as, propylene glycol or carbitol in small amounts.

1070: Lanolin Solution

Q. We are cosmetic manufacturers in Japan and are readers of your monthly AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. We have two questions on cosmetic preparation. (1) What is Lanolin Lotion? Would you please send us a few formulas? (2) Is there a maker of odorless Japan wax in the United States? We desire to have this product. *V.Y., Japan*

A. We presume that you mean by the term "Lanolin Lotion" a product similar to the colloidal solution of lanolin sold in this country. If this is the case, we hasten to tell you that the product is patented, the patent covering the use of esters such as, isopropyl palmitate which act as solvents for the lanolin and to cut or reduce its tackiness. Oleyl alcohol is patented for the same purpose. Light mineral oil is well known to reduce the stickiness of lanolin. We do not know of any odorless Japan wax.



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Constitution, Coloring Power and Toxicity of Hair Dyes

DR. R. HEILINGOTTER*

THE dyestuffs commonly used in the manufacture of hair-dyes[1] belong to the group of aromatic diamines and aminophenols as do their substitutes which are also included in this definition. Hofmann[2] discovered p-phenylendiamine and its colouring power in 1863, but it was not until twenty years later that Monnet[3] proposed to use it as colouring matter for dyeing human hair. The p-phenylendiamine offered as hair dye, in contrast to the vegetable or metallic composition so far used, such great advantages that it rapidly found a large following and retained it in spite of the fact that its toxicity soon became evident. p-phenylendiamine was first introduced by Monnet into France, where most experience was obtained with this component. It was not until 1888-89 that p-phenylendiamine and its homologous, the p-tolyelendiamine were also introduced into the United States and Germany through the Erdmann patents[4], referring to the use of aromatic diamines and aminophenols as dyeing matter for furs, beards and human hair. Thereafter a series of patents by various holders followed concerning specific dyes or whole groups of similar dyestuffs for the same purpose.

It was soon found that p-phenylendiamine and other compounds of this group showed toxic effects, and as it was feared that this would hamper their use, various efforts were made to remove or diminish this toxicity. Colman[5] f.i., proposed to use the combination of diamine with sodiums sulphite, which he suggested would diminish the toxicity. On this basis the hair dye "Primal" was started in 1907 in Germany, but the toxic effects still remained, so that other efforts were made in this direction. Evans[6] proposed to amalgamate the diamine with sodiumbisuphiteacetone. Saphir[7] used the diamine in acid solution with catalysts and Mayer[8] proposed to combine the diamine with organic acids. Finally Ströher[9] suggested that the alkalinity of the diamine be diminished by replacing the glycine derivatives.

All these efforts to "depoison" "Para" remained unsuccessful and it slowly became clear that with the proposed changing of the diamine, its toxic effects were diminished to a certain degree, but at the same time its colouring powers were lessened to such an extent, that they became of no value. Only the presence of free auxochromic groups guarantees complete development of colouring power in hair dyes.

Suggestions to Remove Toxicity

Considering the various suggestions made to depoison p-phenylendiamine and aminophenols and especially those where acid compounds are introduced by forming salt solutions to reach the target set, toxicity can be reduced but at the same time the colouring power

* Chief Chemist, Research Laboratory, Indola N. V., The Hague, Netherlands.

is decreased rapidly and often will be reduced to nil. By salt locked aminogroups the dyestuffs lose their colouring power as can be seen from the following table. Nevertheless the literature on this subject still mentions such formulas.

TABLE 1

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) p-phenylendiamine.HCl	0	0
3) p-phenylendiamine.sulphate	0	0
4) p-phenylendiamine.Salicyl.	0	0
5) P-phen.mono-acetate	blond	+
6) diacetyl-p-phenylendiam.	0	0
7) p-tolylendiamine	dark brown	++
8) p-tolylendiamine-sulphate	0	0
9) p-aminophenole	brown	++
10) p-aminophenole.HCl	0	0

Only when alkali is added to the salt solutions is the result a free aminebase with the necessary colouring effect. As to the addition of sodium sulphite it has been entirely overlooked that the hair dyes always have to be developed further with an oxidizing agent, by which process the finished product, the pigment, is reached through various intermediate stages[10]. By mixing sulphite containing diamine solutions with hydrogen peroxide the sulphite is oxidized immediately before being able to eliminate the poisoning action. Yet this proposition, which is only of historical value, has maintained itself with persistency in the cosmetic literature and is taken over from one edition to another and from one handbook to the other, to serve as a guide to compose nontoxic hair dyes. The addition of reducing agents to a hair dye acts as a stabilizing agent and prevents oxidation during storage.

Aromatic Diamines and Aminophenols

To obtain a clear view about the efficiency of aromatic diamines and aminophenols as a hair dye it is necessary to obtain an exact idea regarding the connection between the chemical condition and the colouring. These amines can carry their auxochromic groups in ortho-, meta- or para-position and the rule has shown itself that para-compounds have the strongest colouring power, ortho-compounds a weaker one and meta-compounds no colouring power at all, when leaving the reaction-dyes out of consideration.

TABLE 2

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) p-tolylendiamine	dark brown	++
3) o-phenylendiamine	blond	++
4) m-phenylendiamine	without	++
5) o-tolylendiamine	blond	++
6) m-tolylendiamine	without	++

It is therefore of no use trying to compose a hair dye with metadiamines although it is known that toxicity may be very slight. Further the idea was followed to weaken the basic action of diamines by introducing acid groups in the nucleus, f.i. of the sulpho- or chloric groups, in order to depoison them.

The German patent 179 881 (1905) can be quoted as an example whereby the sulphoderivates of aromatic diamines and aminophenol are introduced as a hair dye under the name: "Eugatol" and employed as such on a commercial basis. The description of this specimen can be found in every cosmetic book and the reader is induced to prepare hair dyes as quoted under the numerous formules given and which are obtained from the patent paper. Those who have followed the advice, have to admit that these compositions have only very slight colouring effect. In the meantime the Eugatol hair dye has died a gentle death and only can be found in the cosmetic books. The reason is clear for one who knows that by introducing a sulphur group in the nucleus of diamines and aminophenols, the colouring power often diminishes considerably and even becomes of no effect. The introduction of color has the same results. The following table shows that.

TABLE 3

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) p-phenylendiaminsulfuricacid.Salt	blond	+
3) Chlor-p-phenylendiamine	light brown	+
4) Chlor-m-phenylendiamine	light blond	+
5) p-aminodiphenylamine	black	+++
6) idem-4-sulfuricacid-salt	blond	+
7) p,p'-diaminodiphenylamine	black	+++
8) idem-sulfuricacidsalt	light brown	+
9) p-aminophenol	brown	++
10) 4-aminophenol-2-sulfuricacids.	blond	0
11) 3-aminophenol-6-sulfuricacids.	blond	0
12) 2-aminophenol	brown	++
13) 2-aminophenol-4-sulfuricacids.	blond	0
14) 2,6-diaminophenol-4-sulf.acids.	blond	0

Other Substitutions

What is the situation with other nucleus substitutions? Let us consider the alkyl group. It is evident that the introduction of it into the nucleus changes the qualities in a distinct manner.

TABLE 4

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) p-tolylendiamine	dark brown	++
3) Xylylendiamine	brown	+?

The colouring power is only slightly diminished. Also the toxicity distinctly declines, although it is not eliminated. In the meantime p-tolylendiamine has become in several countries, specially in Germany, where the hair-dye-industry was forced to use it because of a law issued during 1906, a serious competitor of p-phenylendiamine. The use of p-penylendiamine was eliminated point blank, but it is not true, that simply by the use of p-tolylendiamine a good hair dye will be produced. This raw material has several inherent qualities which may cause difficulties. It is therefore necessary to make a profound study of this material as well as of its behavior in connection with other components in order to be able to get control over the weakness and deficiencies of p-tolylendiamine and to produce a modern and effective hair dye.

Specialists in Germany from the start had to work with p-tolylendiamine and consequently were able to master its deficiencies during the long time they had to work with it. No doubt, working with p-phenylendiamine is easier. In fact this material possesses excellent dying qualities. To be noted is its intensive colouring power and its possibility of producing beautiful natural ash colours with great stability. For this reason p-phenylendiamine is still used as a main constituent for hair dyes in those countries where its use is not forbidden by radical laws or where its use is only restricted

Aim of hair dye research is a product with maximum coloring power and minimum toxicity.

by the obligation to state on the label of the bottles "Caution, can be poison."

A similar picture regarding colouring effect comes with the introduction of an nitrous group into the nucleus of diamines or the aminophenol molecule.

TABLE 5

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) 1,4-diamino-2-nitrobenzene	red	+
3) 1,2-diamino-4-nitrobenzene	yellow	+
4) p-aminophenol	brown	++
5) 2-nitro-4-aminophenol	pink	+
6) o-aminophenol	brown	++
7) 4-nitro-2-aminophenol	orange	+
8) 4,6-dinitro-2-aminophenol	orange	++

Here it can be seen that by introduction of another auxochromic group the colouring effect is only affected. The colouring power, which otherwise should have diminished, will through the influence of the colouring power of the nitro group result in the creation of effective coloured products. As to the colour of these products they become merged from red to orange and yellow. By introducing another auxochromic group, the hydroxylic group f.i., the colouring effect is displaced also in a clear manner. The effect of this group is far weaker with the consequence that the colour fades.

TABLE 6

Compound	Colouring Effect	Toxicity
1) p.phenylendiamine	black	++++
2) 2,4-diaminophenol	brown	++
3) 2,5-diaminophenol	light brown	++

Substitution in the side line have a different effect. Looking in the first place at the introduction of alkyl-groups into amineore aminophenols it is noticed that the colouring power is decreased, but that on the other hand the toxicity is increased in a distinct manner.

TABLE 7

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) Monomethyl-p-phenylendiamine	blond	+++++
3) Dimethyl-p-phenylendiamine	blond	+++++
4) Tetramethyl-p-phenylendiam.	blond	+++++
5) Diethyl-p-phenylensimaine	blond	+++++
6) p-aminophenol	brown	++
7) Monomethyl-p-aminophenol	yellow	+++
8) Monomethyl-o-aminophenol	blond	+++
9) Monomethyl-m-aminophenol	blond	+++
10) Diathyl-p-amindophenol	blond	+++
11) Dimethyl-p-aminophenol	blond	+++
12) Ethyl-m-aminophenol	blond	+++

While p-phenylendiamine to a known extent has an irritating influence on the skin, dimethyl-p-phenylendiamine is the cause of unbearable burning. The latter is still worse in the case of tetramethyl-p-phenylendiamine. For this reason alkylated compounds in the side line of the nucleus are to be used with caution (there is a prohibition against using metol in some countries). Fortunately the use of these materials has resulted in a considerable reduction of the colouring power. The introduction of the acethyl-group into diamines reduces the colouring power practically to nil. The same is the case with the introduction of the glycine-group.

TABLE 8

Compound	Colouring Effect	Toxicity
1) p-phenylendiamine	black	++++
2) p-phenylendiaminemonoglycin	brown	++
3) p-phenylendiamindiglycin	without	0
4) p-aminophenol	brown	++
5) p-aminophenylglycin	reddish brown	+
6) p-nitroaminophenol	yellow	++
7) p-nitrophenylglycin	light yellow	+
8) p.p'-diaminodiphenylamine	black	+++
9) idem-monoglycin	grey	+

By acetylising as well as by glycinising, the poisonous effects are lessened but at the same time the colouring power is reduced. Therefore the manufacturing of powerful and dependable hair dyes can only be effective when free diamine and/or aminophenol can be used while some of the mentioned derivatives may be of help to obtain desired nuances.

Summary

Recapitulating it can be said that a substitution in the nucleus of diamines and aminophenols in principle diminishes the colouring power and replaces the colouring effect from black and dark colours to the bright or reddish ones, whereby the colouring effect in some cases can be reduced to nil. At the same time the toxicity is reduced. Substitutions in the side line also diminish the

colouring effects and have an effect on the shades. In some cases it may increase the toxicity. In general however it leads to a decrease of toxicity which decrease has a negative influence upon the colouring effect.

The colouring effects mentioned in the tables correspond to the results obtained by dyeing human hair with a solution of 2% of the dye. The definition "blond" includes the shades from dark to light blond, corresponding to the standard hair colouring. The effect nil is also included. The characterisation of the toxic properties is stated by crosses, whereby the number of crosses indicates the grade of toxicity. While the grade of toxicity is adopted from literature, in most cases it is estimated on the basis of our own experience.

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T.G.A. Estimates Toiletries Volume in 1954

SALES at retail of perfume, cosmetic and other toilet preparations, not including toilet soap, again set a new record during the calendar year 1953. They increased from the previous high record set in 1952 by approximately 1.6%, reaching a total volume of $1,020,800,000, according to an estimate by T.G.A. in collaboration with *Beauty Fashion* Magazine.

Considering the principal groups of products, very few of them showed any substantial gain or loss in sales. Sales of fragrance products were substantially unchanged from the previous year, with perfume sales slightly below 1952 and cologne sales slightly above. Greater increases had been expected in this group but due to the failure of solid colognes to maintain their volume, substantially a break-even point was the best that could be attained. Creams and other treatment products also remained practically stationary so far as volume of sales was concerned. The make-up group showed a slight gain with face powder off slightly, but its loss being made up by increased sales of tinted make-up bases of various types.

The dentifrice market was again affected by the introduction of a new type of dentifrice, namely, anti-enzyme, with the result that total sales increased by nearly 5%. This increase did not approach that brought about by the introduction of ammoniated dentifrices or chlorophyll dentifrices because one principal manufacturer shifted his entire production to anti-enzyme. Shaving creams showed a very substantial gain which it attributed to the growth of sales of shaving creams of the aerosol type. The average cost per shave with this type is somewhat higher than that for regular lather or brushless creams and this brought about a substantial increase in retail sales volume.

The pattern of distribution continued to change although the change seemed to be at a less rapid rate. Percentage-wise sales through drug stores declined from about 34.5% in 1952 to about 32% in 1953. Department stores accounted for a little more than 22% of the market, up very slightly from the preceding year. Sales through house-to-house canvassers continued to gain but at a somewhat reduced rate. This type of distribution accounted for about 18.3% of the market in 1953 as against 17.5% in 1952. Utility items such as dentifrices, shaving creams, shampoos, etc., continued to show spectacular gains in the grocery stores and super-markets, in fact, in the dentifrice field, food stores accounted for the entire increase of nearly 5% with drug stores and variety stores showing a lower volume of business. This group of outlets accounted for roughly 15.5% of the market, as against 14% in 1952. Sales through limited price variety stores declined very slightly from the 8.5% level attained in 1952. The remaining volume is spread over various other types of outlets of lesser importance.

A complete statement of the estimated sales of cosmetics at retail by the Toilet Goods Assn. from 1914 through 1953 follows.

1914	$ 39,800,000	1934	$ 324,400,000
1915	45,000,000	1935	322,100,000
1916	71,500,000	1936	336,500,000
1917	95,400,000	1937	374,000,000
1918	103,700,000	1938	412,300,000
1919	116,500,000	1939	425,100,000
1920	129,500,000	1940	449,900,000
1921	126,000,000	1941	463,600,000
1922	147,300,000	1942	481,400,000
1923	194,600,000	1943	507,500,000
1924	220,300,000	1944	593,000,000
1925	256,400,000	1945	711,300,000
1926	300,200,000	1946	758,200,000
1927	329,700,000	1947	743,800,000
1928	355,200,000	1948	749,800,000
1929	378,400,000	1949	770,800,000
1930	336,200,000	1950	840,100,000
1931	297,100,000	1951	912,800,000
1932	288,400,000	1952	1,004,000,000
1933	300,300,000	1953	1,020,800,000

Cosmetic Excise Tax Collections

COSMETIC excise tax collections in 1952 and 1953, and also in January, 1954 are given in the following table:

	1954	*1953*	*1952*
January	$ 8,147,000	$13,123,480	$11,547,853
February		13,859,961	14,338,420
March		7,805,077	7,248,879
April		9,236,101	8,218,865
May		9,286,470	9,174,622
June		8,875,000	8,253,649
July		9,996,000	9,357,443
August		5,964,000	8,849,488
September		370,000	8,523,241
October		8,204,000	8,439,370
November		19,912,000	7,878,976
December		536,000	10,432,117

It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.

Typical Formulations for Mineral-Oil-Based O/W Emulsions

GEORGE J. KING*

Typical of mineral-oil-based O/W emulsions is cold cream.

SEVERAL cosmetic formulas have been developed to illustrate the application of non-ionic emulsifiers in typical mineral-oil-based O/W emulsions. While cold cream is the prototype of this class of emulsion, other cosmetic formulations of this type include emollient creams, all-purpose creams, hair dressings, sun-tan lotions, etc.

The formulas were developed primarily as guides, and manufacturers can easily modify them to suit their own process conditions and product requirements.

To obtain good emulsification in O/W products, a blend of a hydrophilic emulsifier (water-loving, and having a tendency to be water-soluble) with a lipophilic emulsifier (oil-loving, and having a tendency to be oil-soluble) is recommended, as illustrated in the following examples:

1. A blend of a sorbitan fatty acid ester with a polyoxyethylene sorbitan fatty acid ester.
2. A blend of a sorbitan fatty acid ester with a polyoxyethylene stearate.
3. Either a polyoxyethylene sorbitan fatty acid ester or a polyoxyethylene stearate alone.
4. A blend of a hydrophilic and a lipophilic polyoxyethylene stearate.
5. A blend of a hydrophilic beeswax or lanolin derivative with a lipophilic emulsifier, i.e. a sorbitan fatty acid ester; or a lipophilic beeswax or lanolin derivative with a hydrophilic emulsifier, i.e. a polyoxyethylene sorbitan fatty acid ester.

Cold Creams

The emulsifier in most commercial cold creams, which are based on beeswax and borax, is the sodium soap of the fatty acids contained in beeswax. Beeswax derivatives permit the preparation of soap-free cold creams which have good stability. They may be used as the emulsifier or as a co-emulsifier in preparing soap-free or borax-type cold cream as illustrated in Formulas 1, 2 and 3. Some of them are lipophilic and some hydrophilic, and they are frequently used in conjunction with the sorbitan fatty acid esters, or with the polyoxyethylene sorbitan fatty acid esters, or with each other, to obtain a hydrophilic-lipophilic blend as noted above.

Formulas 1 and 2 are examples of creams in which non-ionic emulsifiers are used in order to avoid the disadvantages of soap. However, the hydrophilic beeswax derivatives, like other non-ionic emulsifiers, are not limited to soap-free preparations. Formula No. 3 illustrates the use of the modified beeswax products in combination with soap.

O/W Cold Cream (Soap-Free)
Formula No. 1

	Mineral oil	50%
A	Beeswax	7%
	Polyoxyethylene sorbitan monopalmitate (Product No. 1)	2%
	Hydrophilic beeswax derivative (Product No. 2)	8%
B	Water	33%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) and (B) to 70°C. Add (A) to (B) slowly with thorough agitation. Perfume at 50°C. Pour at 45°-50°C.

O/W Cold Cream (Soap-Free)
Formula No. 2

	Mineral Oil	50%
A	Lipophilic beeswax derivative (Product No. 3)	12%
	Hydrophilic beeswax derivative (Product No. 2)	3%
B	Water	35%
	Preservative	q.s.

* Director of Sales, Industrial Chemicals Dept., Atlas Powder Co.

C	Perfume	q.s.

Preparation: Heat (A) and (B) to 70°C. Add (B) to (A) slowly with thorough agitation. Continue stirring while cooling. Perfume at 50°C. Pour.

O/W Cold Cream (Soap-Type)
Formula No. 3

	Mineral oil	30.0%
	Beeswax	12.0%
A	Lipophilic beeswax derivative (Product No. 3)	3.5%
	Hydrophilic beeswax derivative (Product No. 4)	1.5%
	Water	52.0%
B	Borax	1.0%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) and (B) to 70°C. Add (B) to (A) slowly with thorough agitation. Perfume at 50°C. Pour.

Emollient Creams

An emollient cream is formulated similarly to a cold cream except that skin softening agents such as hydrogenated vegetable oil and lanolin are used in place of part of the mineral oil. The following formulas are typical.

O/W Emollient Cream
Formula No. 4

	Beeswax	10.0%
	Mineral oil	20.0%
	Lanolin	3.0%
A	Hydrogenated vegetable oil	25.0%
	Sorbitan monostearate (Product No. 5)	5.0%
	Polyoxyethylene sorbitan monostearate (Product No. 6)	2.0%
	Antioxidant	0.5%
	Water	33.8%
B	Borax	0.7%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C. Heat (B) to 72°C. Add (B) to (A) under rapid agitation at first, and when emulsified, agitate moderately. Perfume at 45°C., and pour at 35°C.

Formula No. 5 illustrates the use of a lipophilic lanolin derivative, as a co-emulsifier with borax, which of course forms a hydrophilic emulsifier in situ. Thus the lanolin derivative not only assists in emulsification, but also imparts certain lanolin characteristics to the final product.

O/W Emollient Cream
Formula No. 5

	Beeswax	15.0%
	Petrolatum	10.0%
	Mineral oil	20.0%
A	Hydrogenated vegetable oil	10.0%
	Lipophilic lanolin derivative (Product No. 7)	10.0%
	Antioxidant	0.5%
	Water	33.8%
B	Borax	0.7%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C. Heat (B) to 72°C. Add (B) to (A) under rapid agitation at first, and when emulsified, agitate moderately. Perfume at 45°C., and pour at 35°C.

O/W Emollient Cream
Formula No. 6

	Beeswax	5%
	Lanolin	3%
	Hydrogenated vegetable oil	25%
A	Mineral oil	20%
	Lipophilic beeswax derivative (Product No. 8)	5%
	Hydrophilic beeswax derivative (Product No. 4)	5%
	Antioxidant	q.s.
B	Water	37%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C. (B) to 72°C. Add (B) to (A) with constant agitation. Perfume at 45-50°C. Pour.

All-Purpose Creams

All-purpose creams are generally based on a typical cold cream formula. They contain, in addition to the usual ingredients, stearic acid, a humectant (such as sorbitol) and lanolin. By replacing part of the oil phase with stearic acid, the oiliness of the cream is reduced. The lanolin and humectant are emollients. These creams, illustrated by Formulas 7, 8 and 9 retain most of the properties of cold cream and can act both as cleansers and emollients. Since they are not so oily as cold cream, they can be used in most cases where a vanishing cream is normally used, e.g. as a powder base.

O/W All-Purpose Cream
Formula No. 7

	Stearic acid	15.0%
	Lanolin	4.0%
A	Beeswax	2.0%
	Mineral oil	23.0%
	Polyoxyethylene sorbitan trioleate (Product No. 9)	1.0%
	Sorbitan trioleate (Product No. 10)	1.0%
	70% sorbitol solution (Product No. 11)	12.2%
B	Water	41.8%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C. Heat (B) to 72°C. Add (B) to (A) slowly and under continuous agitation. Perfume at 45°C. Stir until set. Pack.

In Formula No. 8, two lanolin derivatives are used as emulsifiers and to contribute lanolin characteristics. One is lipophilic, and the other is hydrophilic.

O/W All-Purpose Cream
Formula No. 8

	Stearic acid	15.0%
	Beeswax	2.0%
	Lanolin	1.0%
A	Mineral oil	23.0%
	Lipophilic lanolin derivative (Product No. 7)	5.0%
	Hydrophilic lanolin derivative (Product No. 12)	1.0%
	70% sorbitol solution (Product No. 11)	12.0%
B	Water	41.0%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C. Heat (B) to 72°C. Add (B) to (A) slowly and under continuous agitation. Perfume at 45°C. Stir until cream has set. Pack.

O/W All-Purpose Cream
Formula No. 9

	Stearic acid	10%
	Lanolin	4%
	Beeswax	2%
A	Mineral oil	20%
	Polyoxyethylene sorbitan monopalmitate (Product No. 1)	8%
	Lipophilic beeswax derivative (Product No. 13)	2%
	70% sorbitol solution (Product No. 11)	12%
B	Water	42%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C., (B) to 72°C. Add (B) to (A) with agitation. Perfume at 50°C. Pour.

Formulas No. 10, 11, and 12, O/W All-Purpose Creams, show how a formula may be modified to give creams of light, medium and heavy consistency. The major component affecting consistency of the cream is beeswax; however, the remainder of the oil phase may be altered to obtain specific properties. Citric acid may be added to adjust pH within the desired range without affecting the emulsion stability.

O/W All-Purpose Creams
Formulas No. 10, 11 and 12

		No. 10 Light	No. 11 Medium	No. 12 Heavy
	Beeswax	—	5.0%	10.0%
	Mineral oil	31.1%	26.3%	23.6%
A	Hydrogenated fish oil	17.5%	17.5%	15.0%
	Sorbitan monostearate (Product No. 5)	3.0%	3.0%	2.5%
	Polyoxyethylene sorbitan monostearate (Product No. 6)	4.0%	4.0%	4.5%
	70% sorbitol solution (Product No. 11)	5.0%	5.0%	5.0%
	Water	39.0%	39.0%	39.0%
B	Sodium carboxymethylcellulose	0.4%	0.2%	0.4%
	Citric acid	q.s.	q.s.	q.s.
	Preservative	q.s.	q.s.	q.s.
C	Perfume	q.s.	q.s.	q.s.

Preparation: Dissolve citric acid (if used) in water and slowly add sodium carboxymethylcellulose with rapid agitation. Soak for at least one hour. Add the sorbitol solution and preservative and heat to 72°C. Heat (A) to 70°C. Add (B) to (A) with thorough agitation. Add (C) at 45°C. Pour at 43°C.

Hair Dressings

Excessive greasiness in hair dressings is largely overcome by the preparation of an emulsion in which water is a diluent for the oil. The application of a smaller quantity of oil to the hair is facilitated and proper spreading is obtained.

Formula No. 13, an example of emulsified liquid hair dressing, is a heavy, white emulsion which will pour readily from a standard lotion bottle.

O/W Hair Dressing-Lotion
Formula No. 13

	Petrolatum	6.0%
	Mineral oil	37.5%

In hair dressings, greasiness is lessened by the use of water as a diluent for oil.

	Lanolin	3.0%
A	Beeswax	12.0%
	Sorbitan sesquioleate (Product No. 14)	3.0%
	Sorbitan monolaurate (Product No. 15)	1.0%
	Polyoxyethylene sorbitan monolaurate (Product No. 16)	2.0%
	Borax	0.5%
B	Water	35.0%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C., and (B) to 75°C. Add (B) to (A) slowly with agitation. Perfume at 45°C., and stir until cold.

A lanolin derivative is used in Formula No. 14 as a co-emulsifier with sorbitan sesquioleate. No lanolin as such is included in this formula since the modified lanolin not only acts as an auxiliary emulsifier but also contributes some of the properties of lanolin to the emulsion.

O/W Hair Dressing-Lotion
Formula No. 14

	Petrolatum	7.5%
	Mineral oil	37.5%
A	Beeswax	2.0%
	Lipophilic lanolin derivative (Product No. 7)	4.5%
	Sorbitan sesquioleate (Product No. 14)	2.0%
B	Water	46.5%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 75°C. Heat (B) to 75°C. Add (B) to (A) slowly with moderate, but thorough agitation. Perfume at 45°C., and agitate until cold.

Either of the above hair dressing formulas may be used as a cream rinse when diluted with water.

One of the newer types of hair dressings is the cream type containing a high percentage of lanolin and petrolatum. The following formula is typical.

O/W Hair Dressing-Cream
Formula No. 15

	Petrolatum	15%
	Mineral oil	10%
A	Lanolin	20%
	Beeswax	12%
	Sorbitan monostearate (Product No. 17)	5%
	Polyoxyethylene sorbitan monostearate (Product No. 6)	5%
	Borax	1%
B	Water	32%
	Preservative	q.s.
C	Perfume	q.s.

Preparation: Heat (A) to 70°C., (B) to 72°C. Add (B) to (A) slowly with agitation. Cool with agitation until the cream sets up. Pack in jars. Perfume at 45°C., and agitate until cold.

Suntan Lotions

Suntan preparations usually contain a small amount of active material diluted with an oily ingredient which acts as a vehicle or carrier. To avoid the greasy characteristic of these preparations, emulsions may be made in which water replaces the oily vehicle to a large extent.

The effectiveness of some sun screen oils is markedly reduced under the alkaline conditions resulting when soap is used as the emulsifier. With Atlas non-ionic emulsifiers, neutral or slightly acid emulsions which have little effect on the active ingredients may be prepared.

O/W Suntan Lotion
Formula No. 16

	Sorbitan monostearate (Product No. 18)	4.0%
A	Polyoxyethylene sorbitan monostearate (Product No. 6)	6.0%
	Mineral oil	25.0%
B	Water	61.5%
	Preservative	q.s.
C	Dipropylene glycol salicylate	3.5%
	Perfume	q.s.

Preparation: Heat (A) to 55°C. Heat (B) to 60°C. Add (B) to (A) with moderate agitation. Add (C) at 50°C. Stir until cool.

Code Numbers

No. 1	Polyoxyethylene sorbitan monopalmitate	Tween 40
No. 2	Hydrophilic beeswax derivative	G-1726
No. 3	Lipophilic beeswax derivative	G-1704
No. 4	Hydrophilic beeswax derivative	G-1725
No. 5	Sorbitan monostearate	Arlacel 60
No. 6	Polyoxyethylene sorbitan monostearate	Tween 60
No. 7	Lipophilic lanolin derivative	G-1425
No. 8	Lipophilic beeswax derivative	G-1702
No. 9	Polyoxyethylene sorbitan trioleate	Tween 85
No. 10	Sorbitan trioleate	Arlacel 85
No. 11	70% sorbitol solution	Sorbo
No. 12	Hydrophilic lanolin derivative	G-1441
No. 13	Lipophilic beeswax derivative	G-1706
No. 14	Sorbitan sesquioleate	Arlacel 83
No. 15	Sorbitan monolaurate	Arlacel 20
No. 16	Polyoxyethylene sorbitan monolaurate	Tween 20
No. 17	Sorbitan monostearate	Span 60

Within the next ten years technical training will be the key factor in the hiring of chemical salesmen.—*John F. Crowther.*

Paying alimony is like meeting installments on the car after the wreck.—*Houghton Line.*

Detection of Finely Dispersed Solids in Solution

KURT KULKA—Ph.D*

DURING their rectification common botanicals such as certain natural gums, resins and drugs are dissolved in an organic liquid in order to treat them with activated carbon. By this procedure tarry and waxy materials, chlorophyll, etc., which are unwanted in the final product, are removed by adsorption on the carbon. After this treatment the solution is filtered and the solvent recovered by distillation.

There is, however, the possibility that finely dispersed carbon of exceptional small particle size will remain undetected in the filtered solution. In practice it is therefore necessary to make sure that the carbon has been removed completely before stripping off the solvent.

A reliable and simple test for the detection of carbon is, therefore, of great advantage.

The test described as follows will fill this need: "Approximately 0.25 grams of a diatomaceous earth, for example, Filter-Cel which is a special grade of 'Celite' is suspended in a clear liquid and placed into a Gooch crucible. About 10 cc. of the solution to be tested is filtered through this precoat. The presence of carbon can be detected on the surface of the resulting filter cake."

In the detection of light colored material such as sulfur, etc., a precoat made from bone black will be found preferable.

While this represents a general outline the following should be kept in mind when applying this procedure to colloidal solids in the millimicron range.

a.) In individual cases the amount of suspended particles may vary from only a few to hundreds.

b.) The size of colloidal particles may be different varying from about 1 to 500 millimicrons.

c.) With the unaided eye only particles of about 100 microns or larger can be resolved. Individual particles of 500 millimicron size can be seen only through a microscope.

Consequently, it will be advisable in those cases where a low particle concentration is suspected, to use a larger amount than 10 cc. of the liquid to be tested. Then, as a mass effect even smaller particles present in the liquid in low concentrations will be observed with the unaided eye.

* Fritzsche Brothers Inc., Clifton, N.J.

Don't hide the light of your product behind a bushel of label. The effectiveness of glass as a sales medium is reduced by just the amount of label that unnecessarily obscures the product. One of the important advantages of a glass container is that it reveals. Don't put things in its way.—*Phoenix Flame.*

Advice is sold by your lawyer, given away free by your mother-in-law but impossible to dispose of by your self.—*The Item.*

The Effect of Phase Volume Ratio on Emulsion Type

Beeswax-Borax Ointments

RUPERT SALISBURY,*
E. E. LEUALLEN,†
and L. T. CHAVKIN‡

Mme. Helena Rubinstein, art patron and executive, in the research laboratories of the big company she directs.

A systematic method for the investigation of three component systems is used for the investigation of the system beeswax-borax, liquid petrolatum, and water, in an effort to determine the emulsion type of beeswax-borax ointments. In the event that a beeswax-borax emulsifier is capable of forming both oil in water and water in oil emulsions the component ratios at the point of change in emulsion type will be determined. Investigation of the emulsion type of a basic cold cream consisting of beeswax-borax, liquid petrolatum, and water shows that the resulting ointment may be either oil in water or water in oil. It has been established that in this particular system the ointment will be water in oil if the aqueous phase of the ointment is less than 45%. If the aqueous phase is 45% or more the ointment will be of the O/W type.

IN spite of the long history of beeswax-borax type cold creams and the wide usage they enjoy, a great deal of confusion exists concerning the emulsion type they represent. Conflicting statements are found not only in the periodical literature (1-4) but in text and reference books as well (5-7). It is the purpose of this investigation to determine the emulsion types of basic cold creams made with all possible combinations of beeswax-borax, liquid petrolatum, and water. If the effect of variation of the phase volume ratio is to change the emulsion type, the proportions of the ingredients at the point where the emulsion type changes from oil in water to water in oil will be determined.

Using increments of 8.3 per cent in a triangular coordinate system, Schmalfuss, *et al.* (8), established a method of investigation for a three-component system in which an extremely good picture of the variations of the three components could be obtained from a total of 91 mixtures. Since this takes into consideration the three pure components as three points of investigation, and also considers possible mixtures of just two of the three components, it was considered too detailed for this investigation. Instead, using only combinations of all three components, it was decided that 55 ointments would give an adequate picture (Fig. 1). It is not necessary to compound all 55 mixtures for a general picture, instead a quick survey can be made with the 19 broad survey mixtures (circled in Fig. 1). The compositions of these mixtures can be read directly from the graph (Fig. 1), or from the listing in Table I. From the broad survey the area of interest can be located and a closer survey can be made in this region alone, but its closeness is not limited by the points used in the 55-mixture survey. Points of interest may be located on the graph and these combinations investigated so that areas in which the combinations have a certain desired quality (stability, color, consistency, gloss, etc.) can be very closely located.

This method lends itself to the investigation of any three-component system. It enables the investigator to locate the exact combination which best exhibits the desired results. This method should prove to be valuable in pharmaceutical investigations seeking to establish conditions for optimum suspension, emulsification —in fact, any chemical or physical quality desired for any three-component system.

Experimental

Materials used.—*White wax.* Tower brand, sun bleached white beeswax, m.p. 62.5–65.5°, acid value 17.2, ester value, 72.6.

* Portion of a thesis submitted to the faculty of Columbia College of Pharmacy by Rupert Salisbury in partial fulfillment of requirements for the degree of Master of Science.
† Dean, Columbia University College of Pharmacy.
‡ Instructor in Pharmacy, College of Pharmacy, Ohio State University.
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TABLE I.—Survey combinations for a three-component system.

Broad Survey	Close Survey	% A	% B	% C
1	1	8.3	8.3	83.3
	2	8.3	16.6	75.0
	3	8.3	25.0	66.6
2	4	8.3	33.3	58.3
	5	8.3	41.6	50.0
	6	8.3	50.0	41.6
3	7	8.3	58.3	33.3
	8	8.3	66.6	25.0
	9	8.3	75.0	16.6
4	10	8.3	83.3	8.3
	11	16.6	8.3	75.0
5	12	16.6	16.6	66.6
	13	16.6	25.0	58.3
	14	16.6	33.3	50.0
6	15	16.6	41.6	41.6
	16	16.6	50.0	33.3
	17	16.6	58.3	25.0
7	18	16.6	66.6	16.6
	19	16.6	75.0	8.3
	20	25.0	8.3	66.6
	21	25.0	16.6	58.3
8	22	25.0	25.0	50.0
	23	25.0	33.3	41.6
	24	25.0	41.6	33.3
9	25	25.0	50.0	25.0
	26	25.0	58.3	16.6
	27	25.0	66.6	8.3
10	28	33.3	8.3	58.3
	29	33.3	16.6	50.0
	30	33.3	25.0	41.6
11	31	33.3	33.3	33.3
	32	33.3	41.6	25.0
	33	33.3	50.0	16.6
12	34	33.3	58.3	8.3
	35	41.6	8.3	50.0
13	36	41.6	16.6	41.6
	37	41.6	25.0	33.3
	38	41.6	33.3	25.0
14	39	41.6	41.6	16.6
	40	41.6	50.0	8.3
	41	50.0	8.3	41.6
	42	50.0	16.6	33.3
15	43	50.0	25.0	25.0
	44	50.0	33.3	16.6
	45	50.0	41.6	8.3
16	46	58.3	8.3	33.3
	47	58.3	16.6	25.0
	48	58.3	25.0	16.6
17	49	58.3	33.3	8.3
	50	66.6	8.3	25.0
18	51	66.6	16.6	16.6
	52	66.6	25.0	8.3
	53	75.0	8.3	16.6
	54	75.0	16.6	8.3
19	55	83.3	8.3	8.3

Borax. Baker Chemical Co. sodium borate C.P Lot 82340. The amount of borax used was 5.8% of the wax required. This represents a stoichiometric amount based upon the acid value of the wax used.

Liquid Petrolatum. Plymouth brand, extra heavy, viscosity 340.

Distilled Water U. S. P. XIV.

Experimental Procedure.—The white wax was dissolved in the liquid petrolatum with the aid of heat. The borax was dissolved in the water and both solutions were heated to 80°. The aqueous phase was then poured into the oil phase while stirring with a Lab Mix stirrer (Chemical Publishing Company) at about 1500 r.p.m. The mixture was allowed to cool to 30° at the rate of approximately 2 degrees a minute, with constant stirring. All ointments were compounded on the basis of 100 Gm. total weight.

The resulting ointments were then tested for emul-

sion type by the dye method suggested by Clayton (9). A few grains of a red, oil-soluble dye (Sudan III) were sprinkled upon a smear of the ointment. If the oil was in the external phase, then it was possible to see the dye diffusing. For convenience a 10× lens was used to observe the action of the dye. A confirmatory test was made with the water-soluble dye methyl orange. The results are tabulated in Table II and shown in Fig. 2.

Discussion.—The solubility of sodium borate in water is 1:16. For this reason it was not possible to compound ointments containing more than approximately 50% wax since the amounts of water in the combinations were not sufficient to dissolve the sodium borate necessary to saponify the amounts of cerotic acid present. Thus, only approximately one-half the number of possible combinations could be investigated.

The possibility of compounding ointments beyond

TABLE II.—Emulsion types of cold creams investigated.

Close Survey Number	Borax Used, Gm.	Wax Used, Gm.	Oil Used, Gm.	Water Used, Gm.	Emulsion Type Sudan III
1	0.48	8.3	8.3	83.3	O/W
2	0.48	8.3	16.6	75.0	O/W
3	0.48	8.3	25.0	66.6	O/W
4	0.48	8.3	33.3	58.3	O/W
5	0.48	8.3	41.6	50.0	O/W
6	0.48	8.3	50.0	41.6	W/O
7	0.48	8.3	58.3	33.3	W/O
8	0.48	8.3	66.6	25.0	W/O
9	0.48	8.3	75.0	16.6	W/O
10	0.48	8.3	83.3	8.3	W/O
11	0.96	16.6	8.3	75.0	O/W
12	0.96	16.6	16.6	66.6	O/W
13	0.96	16.6	25.0	58.3	O/W
14	0.96	16.6	33.3	50.0	O/W
15	0.96	16.6	41.6	41.6	W/O
16	0.96	16.6	50.0	33.3	W/O
17	0.96	16.6	58.3	25.0	W/O
18	0.96	16.6	66.6	16.6	W/O
19	0.96	16.6	75.0	8.3	Not enough water to dissolve borax
20	1.45	25.0	8.3	66.6	O/W
21	1.45	25.0	16.6	58.3	O/W
22	1.45	25.0	25.0	50.0	O/W
23	1.45	25.0	33.3	41.6	W/O
24	1.45	25.0	41.6	33.3	W/O
25	1.45	25.0	50.0	25.0	W/O
26	1.45	25.0	58.3	16.6	Not enough water to dissolve borax
27	1.45	25.0	66.6	8.3	
28	1.93	33.3	8.3	58.3	O/W
29	1.93	33.3	16.6	50.0	O/W
30	1.93	33.3	25.0	41.6	W/O
31	1.93	33.3	33.3	33.3	W/O
32	1.93	33.3	41.6	25.0	Not enough water to dissolve borax
33	1.93	33.3	50.0	16.6	
34	1.93	33.3	58.3	8.3	
35	2.41	41.6	8.3	50.0	O/W
36	2.41	41.6	16.6	41.6	O/W

No further ointment combinations possible since the amount of water present would not be sufficient to dissolve the required amount of borax.

Special Ointments Compounded to Define the Line More Sharply Between Oil in Water and Water in Oil.

A	0.29	5.0	50.0	45.0	O/W
B	0.58	10.0	45.0	45.0	O/W
C	0.87	15.0	40.0	45.0	O/W
D	1.16	20.0	35.0	45.0	O/W
E	1.45	25.0	30.0	45.0	O/W
F	1.74	30.0	25.0	45.0	O/W
G	2.03	35.0	20.0	45.0	O/W
H	2.32	40.0	15.0	45.0	O/W
I	2.61	45.0	10.0	45.0	O/W
J	2.03	35.0	30.0	35.0	W/O
K	2.15	37.0	28.0	35.0	W/O
L	2.15	37.0	25.0	38.0	W/O
M	2.32	40.0	22.0	38.0	W/O

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Figure 1.—Survey of 55 ointments.

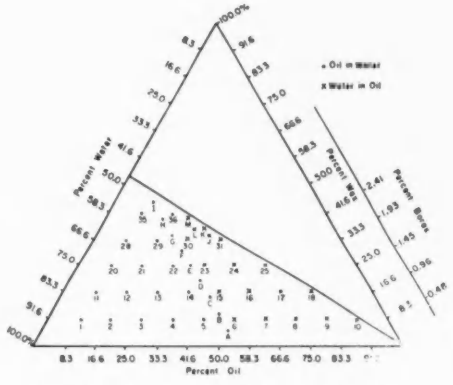

Figure 2.—Test of ointments for emulsion type.

this limiting solubility line was considered, but since no satisfactory procedure could be evolved the attempt was abandoned.

Results.—It would appear that the effect of variation of component ratio is capable of reversing the emulsion type of the basic cold cream investigated. The critical composition is in the vicinity where water is present in a concentration of approximately 45%. If the aqueous phase is less than 45% the ointment will be of the water in oil emulsion type. If the aqueous phase is 45% or more, then the ointment will be of the oil in water type (Fig. 2).

An exception to this statement is found in ointment number 36 (Fig. 2). This ointment, although it contains only 41.6% water is of the oil in water type. It is difficult to account for this apparent anomaly due to the limitations set upon the investigation by the solubility of borax in water.

All ointments prepared were stable for a three-month period although those made with large percentages of oil (75% or more) showed a tendency to bleed water.

The fact that beeswax-borax does act as a weak emulsifier and, therefore, the emulsion type of the ointment formed is dependent upon the phase volume ratio, would serve to explain the confusion existing in the literature regarding the emulsion type of the liquid petrolatum, beeswax-borax cold creams. The confusion may well be due to the comparison of cold creams of different compositions and therefore of different emulsion types.

Summary

1. A systematic method for the investigation of three-component systems has been used for the investigation of the system beeswax-borax, liquid petrolatum, and water.

2. Investigation of the emulsion type of a basic cold cream consisting of beeswax-borax, liquid petrolatum, and water shows that the resulting ointment may be either oil in water or water in oil depending upon the component ratio.

3. It has been established that in this particular system the ointment will be water in oil if the water content of the ointment is less than 45%. If the water content is 45% or more, the ointment will be oil in water.

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EMPLOYEES should know that their ideas are wanted the N.W.D.A. Newsletter points out. When they are familiar with the company's problems and are satisfied in their work they are in an excellent position to suggest improvements. Make it easy for them to do so. Have process and flow charts available for them to identify problems; make up a "possibility list" of all ideas which seem reasonable and should be considered; ask questions to get people to think. Such questions as: what is causing trouble? what is costing too much? what have we been putting off? what else is there? will help find areas worth attention.

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* Chemical Senses, page 1, Moncrief—lists senses as follows: " sight, hearing, touch, taste, smell." Note smell is listed Fifth.

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CYPRUS, a beautiful island in the Mediterranean, is a place of warmth and flowers. Rose, Bay Laurel, Myrtle, Cistus, Sage, all thrive in the perfect weather there. But the ideal climate and fertile soil combine to create especially favourable conditions for citrus fruit of a very high quality, the export of which, before World War II was the island's chief source of income.

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Lanitis Bros., coldpressed Lemon Oil, produced in an ultra-sanitary plant, utilizing the latest, most modern American machinery, compares favorably with any in the world. It conforms to all U.S.P., and B.P. specifications, its citral content averaging 4%. An annual production in Cyprus of 45 million Lemons permits Lanitis to process about one-third into juice and essential oil. Constant laboratory supervision during production assures uniform quality and purity.

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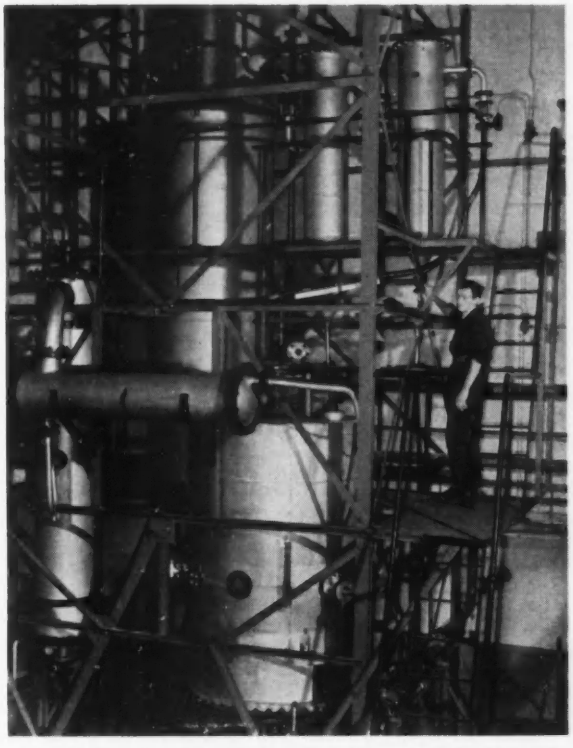
Synthetic Food Flavors

Third in a series of articles on food flavors and how they are compounded . . . Honey, coffee, butter, caramel, vanilla and rum flavors[1]

L. BENEZET*



Part of the equipment for producing vanillin at the N.V. Chemische Fabriek "Naarden", Holland, plant.

TO our knowledge, there exists not even a qualitative formula for synthetizing the honey flavor. It is generally agreed that the odor of honey varies, depending on the flower from which it was collected, and on the numerous processes of conversion, oxidation, and other reactions which finally affect it in addition to imparting its sweetness.

In an attempt at the reconstruction of such an aroma we will have to stress its sugary note by the use of phenylacetates and alphar ionone accompanied by traces of aliphatic and aromatic aldehydes, such as decanal, phenyl acetaldehyde and anisic aldehyde. The basic notes should be furnished by additions of maltol, pyruvic acid, coumarin, vanillin and phenylacetic acid. The natural products indicated in this instance are the absolute of broom, benzoin, tonka bean, and white trefoil; plus traces of the essences of fennel and neroli. We suggest the following formula:

Acetyl methyl carbinol	1
Diacetyl	5
Ethyl acetate	15
Ethyl acetyl acetate	20
Ethyl formate	15
Ethyl butyrate	20
Ethyl benzoate	10
Ethyl phenylacetate	50
Dihydrocoumarin	100
Vanillin	10
Linalyl benzoate	50
Ethyl phenyl glycidate	50
Linalyl phenyl acetate	50
Eugenyl phenyl glycide	100
Anethol	15
Ionones	150
Butyrate of methyl cyclopentenolone	150
Pyruvic acid	10
Docylic aldehyde, 10%	3
Phenylacetic aldehyde, 10%	3
Anisic aldehyde, 10%	3
Maltol	10
Phenylacetic acid	38
Broom absolute	2
Benzoin absolute	20
Tonka bean absolute	20
Absolute of white Trefoil	20
Fennel essence	15
Neroli essence	5
Ethyl butyryl acetate	70
	1000

Coffee flavor

For a long period of time chemists have studied coffee flavor and tried to identify its composition.

Bernheimer (*Monatshefte für Chemie*, I. 456) indicated that the green coffee bean, upon roasting, yields an essence composed of cafeol, coffeine, fatty acids such as palmitic acid and acetic acid; and further, of pyrrol, methylamine, and hydroquinone.

M. E. Erdman (*Ber.* 35, 1846) treated 225 kilos of roasted Santos coffee with water vapor. The liquid recovered, upon solvent extraction, yielded 0.0557% of

* Antoine Chiris, Grasse, France.

[1] Previous articles in this series appeared in the October, 1952 and the December, 1953 issues of THE AMERICAN PERFUMER. Originally published in *La Parfumerie Moderne*, Vol. 43, No. 22. Translated from the French by Margaret Neurath.

an essence which included 3% of nitrogenous compounds; further, acetic acid, methyl ethyl acetic acid, furfural and an unidentified nitrogen product having a strong flavor.

Malcolm Dyson (*P.E.O.R.*, May 1932, 132) reviewed various studies of the coffee aroma. Its components could be isolated after the Staudinger method, as decribed in British Patent 246454 (January 1926). Substances identified by a ketone function were identified; namely,

acetone, diacetyl, the ketones of the furan series, and dioxyacetophenone;

sulfur substances found were,

Hydrogen sulfide; furyl and phenyl mercaptans and their derivatives, methyl mercaptan and dimethyl sulfide;

the alcohols of

furol and methylfurol;

the phenols of

guaiacol, and vinyl guaiacol;

and the following azoted derivatives:

pyridine, pyrazine, methylpyrazine, 2,5- and 2,6-dimethylpyrazine, N-methylpyrrole, N-furylpyrrole, and the pyrroles of higher molecular weight.

More recently, *William R. Johnston and Charles N. Frey* (*J.A.C.S.*, July 1938, 1624) have again studied this flavor and confirmed the findings of Staudinger, Reichstein, Pierscott et al. that had been previously published. In addition to the ingredients already known they detected acetyl methyl carbinol. In an attempt at the reconstruction of this flavor, the following formula, after Malcolm Dyson, will prove useful:

Methyl ethyl acetaldehyde	4
Acetylpropionyl	4
Pyridine	3
Acetaldehyde	3
Isovaleric acid	2
Alpha methyl furol	2
Diacetyl	1
Furfurol	1
Phenol	1
Isoeugenol	1
Methyl mercaptan	0.6
Guaiacol	0.5
Alpha methyl cyclopentenolone	0.5
Thioguaiacol	0.4
Furyl mercaptan	0.3
n-Propyl alcohol	0.2

M. G. Rutten (Deutsch 59834, August 15, 1947) has indicated that the odor and taste of coffee can be produced by the reaction of a mixture of furfural, or of homologue such as methyl furfurell and carbon disulfide, with 4-hydroxy-3-alkoxybenzaldehyde. If 3 grams of this product are added to 1000 grams of an alcohol-caramel mixture, then, 1 to 5 grams of the resulting compound will suffice in supplying 1000 grams of any food product with coffee flavor.

Butter flavor

In this flavor, diacetyl is the predominant substance, and acetyl methyl carbinol has been detected to be of high importance. To establish an artificial base, we might add butyl butyryl lactate and butanediol, with traces of the fatty acids, such as butyric acid, caproic acid, caprylic acid, and lactic acid. Thus, we might employ:

Acetyl methyl carbinol	10
Butyl butyryl acetate	10
Diacetyl	100
Caproic acid 10%	1
Caprylic acid	1
Butyric acid 10%	1
Lactic acid	500
Butanediol	377
	1000

Caramel

This synthetic aroma might be obtained by combining the flavors of coffee and butter, with an addition of dihydrocoumarin, ethyl vanillin, and maltol. Natural substances to be incorporated are the absolutes of Benzoin, Tonka bean and Vanilla.

Synthetic Coffee flavor	100
Synthetic Butter flavor	100
Dihydrocoumarin	200
Maltol	10
Ethyl vanillin	30
Lactic acid	500
Absolute of Tonka bean	40
Absolute of Benzoin	10
Absolute of Vanilla Bourbon	10
	1000

Vanilla

In the natural flavor of vanilla beans the following substances have been detected:

Vanillin, coumarin, heliotropine (?), anisic alcohol, anisic aldehyde, coniferone and coniferyl alcohol. This has been outlined by the following authors:

V. Busse, Arbeiten a.d. Kaiserl. Ges. Amt. 15, 1898-89, 107;

H. Walbaum, Ueber das Vorkommen von Anisalkohol und Anisaldehyd in der Tahiti Vanille. Wallachs Festschrift, Goettingen, 1909, Schimmel Bull. Oct. 1909, 139.

E. Gildemeister and F. Hoffmann, Les Huiles Essentielles, 1919, T. II, 333;

G. B. Gnadinger, Spices and Condiments, London 1933, 167.

Synthetics indicated for addition to the above are: diacetyl, dihydrocoumarin, anisyl acetate. The natural substances to be used in this instance are the absolutes of vanilla, benzoin and Peru. This formula is illustrative:

Diacetyl 10%	1
Heliotropine	20
Vanillin	300
Dihydrocoumarin	20
Anisic alcohol	50
Anisyl acetate	50
Anisic aldehyde	4

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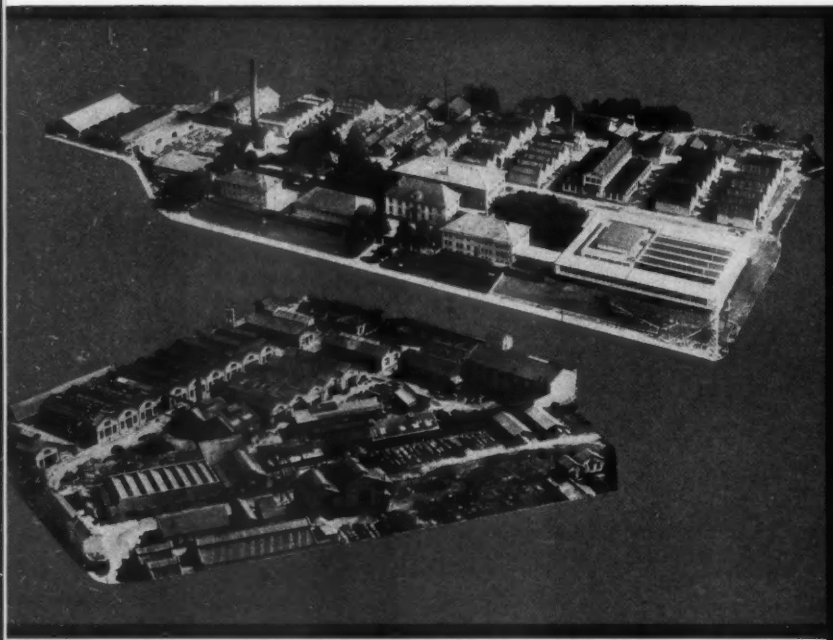

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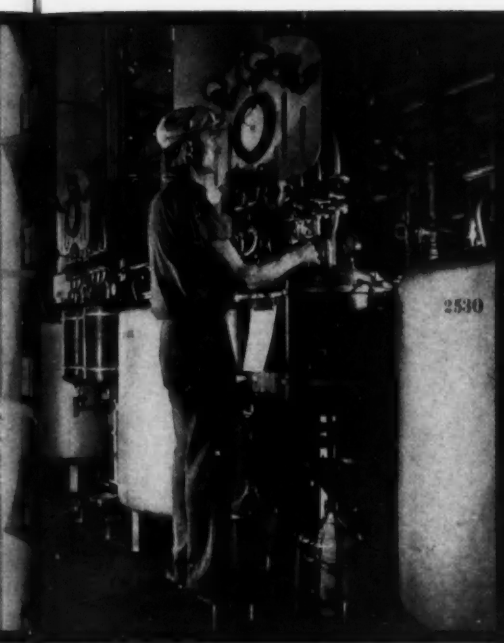

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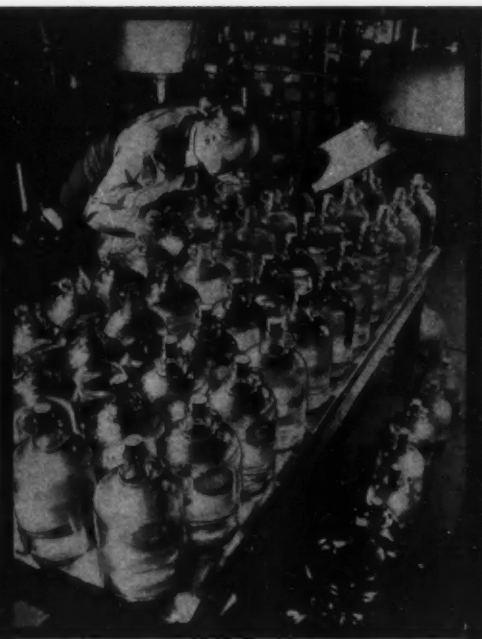

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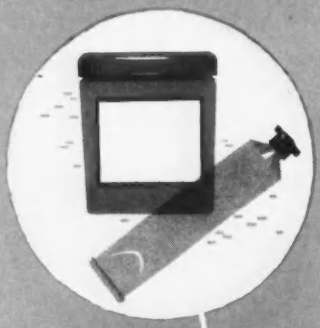

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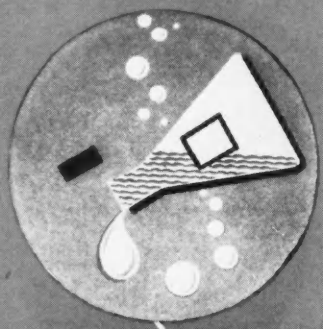

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Peru absolute	50
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Rum flavor

The flavor of rum is constituted by what is usually called the "impurities" (or, "non-alcoholic components") formed in the course of fermentation and aging.

In this instance, we will, at first refer to the superior alcohols sometimes—improperly—called "fusel oils." About 100-300 grams of these higher alcohols are present in every 100 litres of pure rum, which rate will increase through aging in the barrel. The following have been identified:

n-Propyl and isopropyl alcohols;
Butyl alcohols; principally the *n*- and isobutyl alcohols (methyl-2-propanol-1);
Amyl alcohols,—mainly the normal primary, isoamyl alcohol, and normal secondary amyl alcohol;
n-hexyl and isohexyl alcohols;
Heptyl, octyl, nonyl and decyl alcohols;
Terpineol;
Phenylethyl alcohol; and a sesquiterpen alcohol.

Some authors have found secondary alcohols, such as
Methyl amyl carbinol; and
Methyl hexyl carbinol.

We may safely say that the presence and percentage of all these alcohols are at variance in different brands of rum,—depending upon its origin.

The content in aldehydes varies between 10 and 40 grams per hectolitre of pure alcohol. We can name: acetaldehyde which, as time goes on, may be converted into diethylacetal; heptylic aldehyde or enantholal; acrolein; furfural which is formed in the process of distillation; and vanillin which may originate—provided it has not been deliberately added—from long-term storage in wooden barrels.

The acid content may rise to 400 grams per hectolitre of alcohol, the acids present being formic, acetic, butyric, caproic, propionic, caprylic, capric, lauric, myristic, and palmitic.

The content in esters is generally assumed to range between 30 and 100 grams per 100 liters of alcohol, in the rums of Veson;—and between 400 and 1,500 grams in the highly aromatic Jamaica rums.

Among the esters, we find the ethyl derivatives of the acids enumerated above. After Lebbin, the esters of aromatic acids are also present (i.e. the group of phenyl-acetic acids).

Organic bases: Marvil and Hager have detected an oily liquid of dark amber color and an upleasant odor indicative of pyridine.

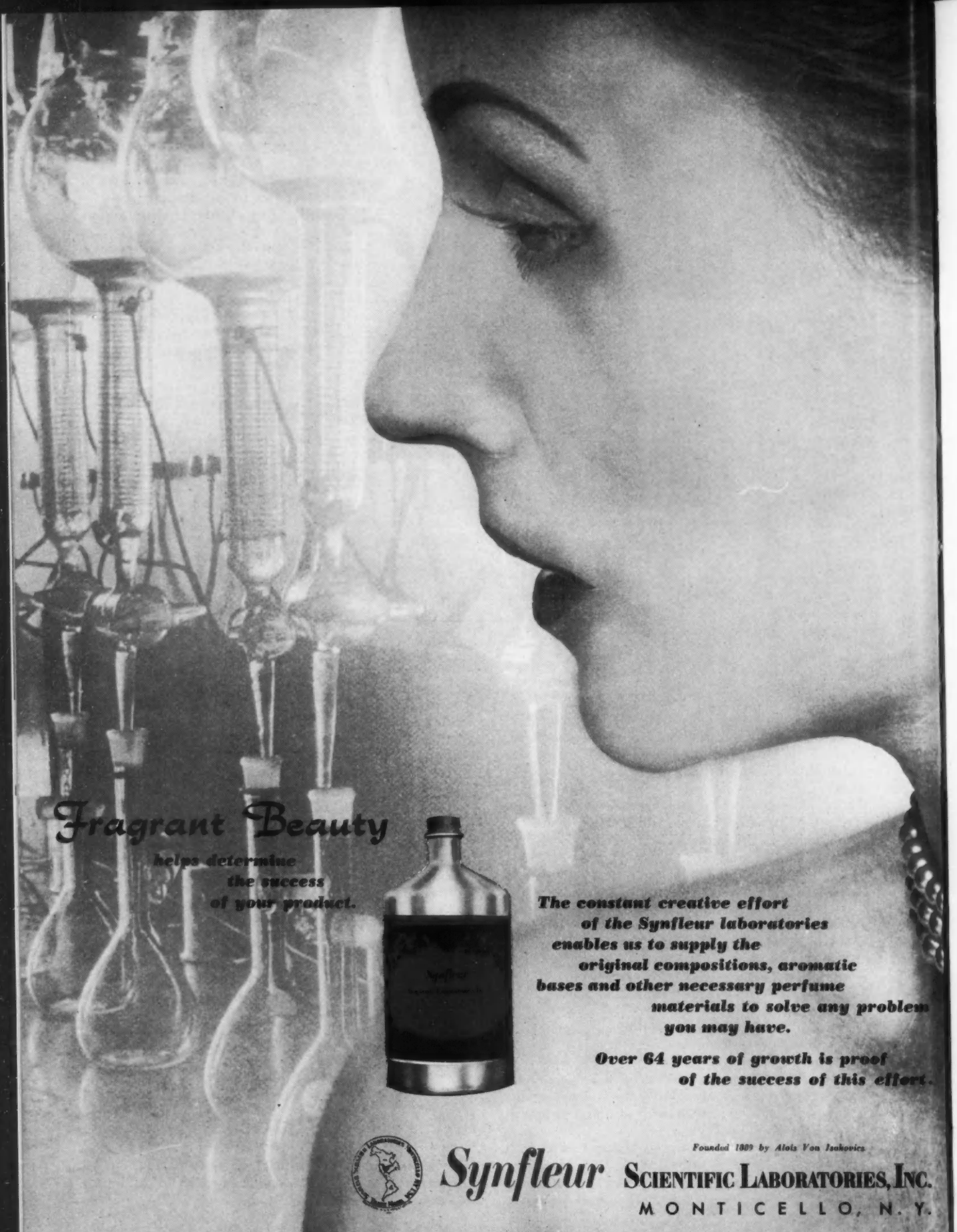
Aside from these components, there exists an unidentified essential oil (see *Kervegant:* "Rhums et Eaux-de-Vie de Canne," Les Editions du Golfe, Vannes, Morbihan, 1946).

To imitate such a flavor we should employ pyrolignic ether; ethyl pyruvate; ethyl, propyl and butyl formates and acetates; ethyl butyrate; the caproates and pelargonates; acetyl methyl carbinol; ethyl acetyl acetate; furfural; diacetyl; coumarin, vanillin, fusel oil and—of natural products—the essences of dregs of wine, cinnamon, birch tar, cloves Bourbon; the absolutes of benzoin, Peru, vanilla and castoreum. Thus, the formula might read as follows:

Ethyl formate	100
Ethyl acetate	200
Pyrolignic ether	300
Acetyl methyl carbinol	10
Diacetyl	2
Fusel oil	150
Ethyl butyrate	80
Isopropyl acetate	40
Butyl acetate	5
Ethyl caproate	10
Ethyl pelargonate	5
Ethyl acetyl acetate	27
Furfural	5
Acetaldehyde	10
Coumarin	2
Vanillin	3
Ethyl palmitate	30
Essence of dregs of wine	5
Essence of cinnamon	5
Essence of birch tar	2
Essence of cloves Bourbon	5
Absolute of Benzoin	1
Absolute of Peru	1
Absolute of Vanilla	1
Absolute of Castoreum	1
	1000

Uses of artificial flavors

The most important artificial essences have been easily accepted for use in the food industries. To obtain



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synthetic flavors that are soluble in weak alcohol or in water it is indicated to principally employ ethyl alcohol as solvent: further, propylene glycol and glycerine, its ether oxides or its esters.

Each of the essences described should only be thought of as a base on which further work and improvements might be built up by the addition of other synthetic or natural products with the final aim of a specific shading in mind. These essences prove satisfactory in the sugar-boiling confectionery industry.

Practically speaking, 10 to 15 grams of these essences should be used to perfume 100 kilos of boiling sugar, which will result in each drop of candy's including no more than a fraction of a milligram in perfume.

Finally, let us express the hope of seeing utilization on a larger scale, of these artificial aromas that have been studied and compounded by conscientious flavoring specialists.

Letting The Prospect Buy

SALESMANSHIP being the art of persuasion means that at least two people must be involved: the seller and the buyer—and the buyer is the man who will make the sale successful. Some salesmen forget this, as they are so busy selling that they do not give the buyer the opportunity of buying. . . .

The buyer has his problems and he usually knows how difficult it is to overcome them. The salesman can help by studying these problems and then endeavoring to suggest a solution—it only wastes the buyer's time otherwise—and is only another example of unprepared high pressure selling.—*P. S. Peak, Imperial Bank of Canada.*

Related Selling

LOOK in your drug stores. Related selling by the salesperson has gone to pot. Instead, you have two-for-one banded deals because the manufacturer can't depend on the clerk to suggest the second item. Look in your food stores. The giant, self-service supermarkets are a monument on the grave of personal salesmanship. Too many people back of the retail counters are not sales people. They're order-takers. Is that bad? No—it's good. When very little depends on the selling influence of the clerk behind the counter—when everything depends on the ideas a customer already has in his head when he walks up to the counter—who could ask for a greater aid to selling than sound advertising? —*Harold Jaeger.*

Mailing of most types of aerosol packaged products has been approved by the Post Office. Previously they could not be sent through the mails because of the pressure under which they were packed.

Only a man who sells headstones knows that he has a permanent customer; the rest of us have to keep our customers alive—through service.—*Fifth Ave. Protective Assn.*

Discussion of Perfumes

J. PICKTHALL, F.R.I.C.*

LACK of alphabet and descriptive words make discussion of perfumery very difficult. Such words as top or back notes, light and heavy notes, and warmth of odour are sadly lacking in descriptive properties, even between experts, while to employ chemical terminology, e.g. aromatic, aldehydic or phenolic, is not much better, considering the number of organic chemicals which qualify for the description "aromatic".

An improvement occurs when flower names are used, e.g. Lavender, Rose and Carnation, even though the use is restricted to a relatively few well known types.

Odour Perception

The nose, unlike the eye and ear, can receive and identify an apparently unlimited number of different odours. The many theories proposed to explain this may be divided into two classes, the chemical or corpuscular, and the physical. The latter school of thought suggests that odorous substances radiate high frequency vibrations and that differences in wavelength are responsible for differences in odour. To some extent these ideas were founded on the false assumption that certain chemicals emitted odour for long periods of time without loss in weight. It can now be accepted as a fact that odorous substances release molecules which are airborne to the nose and that with some substances a quick intake of breath or "sniff" is required to provide the necessary concentration of molecules to evoke odour response.

It has been suggested that the essential step in odour perception may be the contact of molecules with the thousands of hairs present in the sensory cells of the olfactory cleft and the surface layer of mucus and water.

Training a Perfumer

Long and arduous practice, and patience are essential for a perfumer. The first step is to learn the odours of certain standard oils, and to be able to recognize them whenever they occur. One of the best means of doing this is to work as an analyst in a fine chemical laboratory, where association of events tend to "fix" compounds in the memory. There are four floral perfumes which occur repeatedly in bouquets or fancy perfumes. These are Rose, Jasmin, Lilac and Muguet, and a crude formula for these may be made up from mixtures of phenyl ethyl alcohol, hydroxycitronellal, geraniol, geranium oil, terpineol, amyl cinnamic aldehyde, benzyl acetate, linalol, linalyl acetate and traces of Musk ketone. The making up of the floral notes from these basic ingredients affords very good practice for the trainee in illustrating how variation of the proportions of basic notes leads to inflexions in the final odour.

Imitating a Perfume

One of the finest training techniques is the matching or imitation of an existing perfume. Some information

* Abstract of lecture before Society of Cosmetic Chemists of Great Britain.

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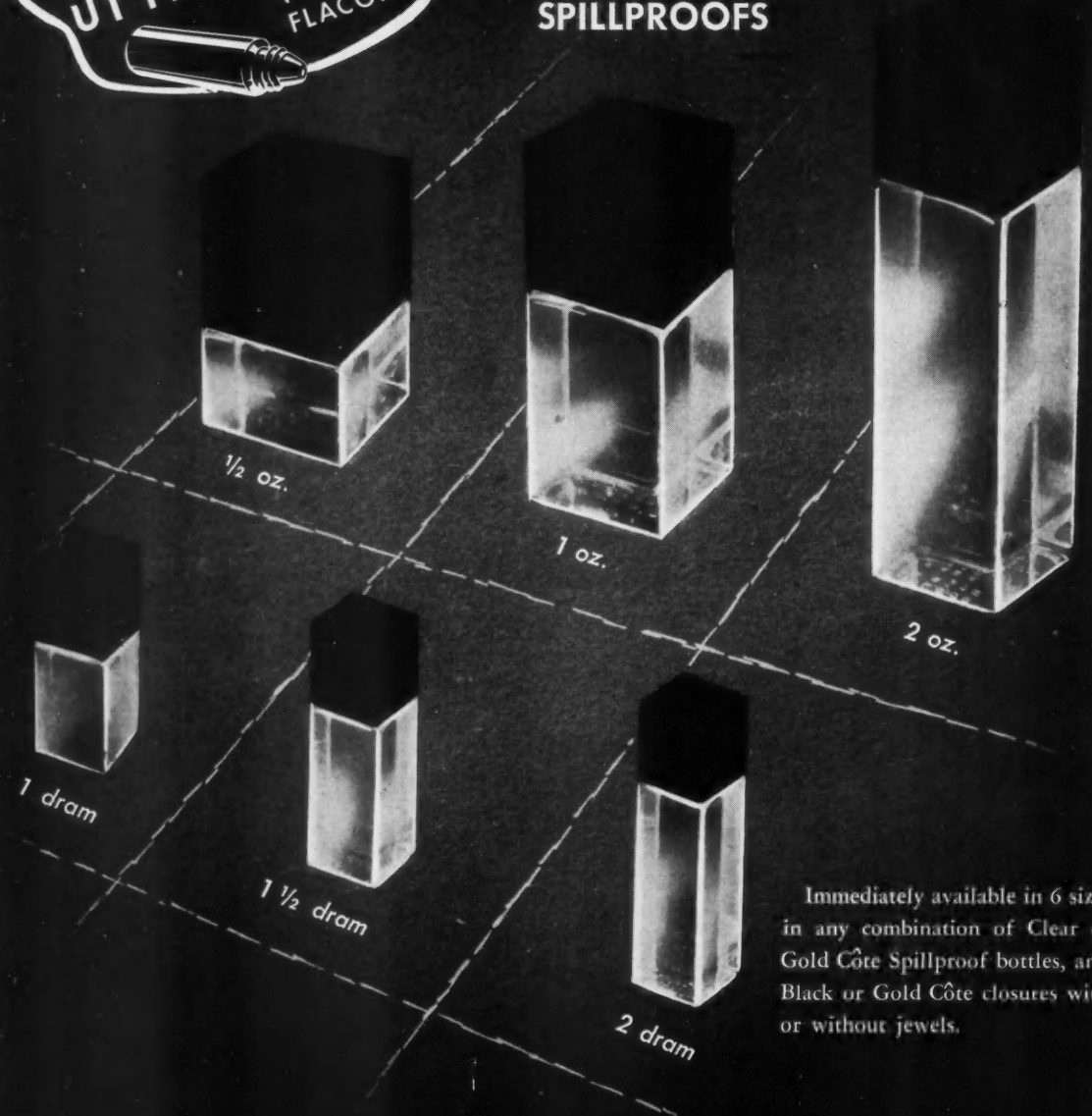

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may be obtained by chemical or physical means, e.g. chromatography, and fractional distillation. This, of course, takes no notice of any chemical blending which may have taken place, as for example, group exchange between alcohols, and the formation of hemi-acetals. In effect, this means that a perfect match is rarely achieved; at best a satisfactory imitation will only be obtained by a route quite different from that used by the originator. Points to find out are selling price, origin and use, which give certain clues. Then follows use of smelling slips to determine rates of evaporation, i.e. partial fractionation.

Following this comes the use of the back of the hand as a steam distillation unit by rubbing the perfume on to it. This speeds up the evaporation and by using these processes it is relatively simple for an experienced Perfumer to strip a perfume of its fineries and get down to basic ingredients. Each Perfumer has a "peculiarity" note personal to his art, which may be, for instance, a "cardboard" note signifying a heliotropin-vanillin combination, a "wet bathing costume" one indicates the presence of the Anisyl odour grouping and a "plasticine" smell suggestive of amyl salicylate.

Use of Finished Perfumes

A simple Lavender perfume could be made to the following formula

Lavender Oil 40/42	89.5%
Bergamot Oil	10.0%
Musk Ketone	0.5%

As a perfume for a toilet water this would be regarded as acceptable, but in powders, lotions and creams, the perfume would be fugitive, with a tendency to become stale, while if used in soap it would be a dismal failure. A reasonable soap perfume might be obtained by using Lavandin, Lavandin and Lavender concretes and spike, modifying the ester notes by use of linalyl, terpinyl and bornyl acetate, and the alcohol notes by use of terpineol and borneol. Oakmoss, labdanum and musks could be added to assure adequate back notes and fixation and generally sweeten the whole accord.

Fixation

This is simply a retarding of the rate of evaporation of the constituents of a mixture of volatile substances.

In an ideal case of a mixture of ingredients all strong in odour and possessing identical, low vapour pressures, no fixative is necessary, but in actual fact, one blend contains many substances of varying vapour pressure, and the problem is to make sure that the more volatile ingredients are not lost too readily.

From theoretical considerations based on Raoult's law, it becomes apparent that an effective fixative will have three distinct and important requirements

(a) low molecular weight
(b) low vapour pressure
(c) molecular attraction for the other constituents.

Fixative effects may be present by virtue of the composition of a blend, for example, by dilution phenomena, or by chemical blending, e.g. formation of hemi-acetals between aldehydes and alcohols, and Schiff's bases from aldehydes and amines.

If the chemical aspects of molecular attraction are considered it would appear to indicate that certain hydrogen bonding effects would explain the very good fixative properties of benzyl benzoate. It is possible, of course, to obtain fixative effects with non-polar materials, such as paraffin wax, but although such a material might bring about the effect by solid solution, hydrogen bonding phenomena cannot be entirely ignored.

How a Retailer Combats House to House Salesmen

FACING stiff competition from house to house salesmen offering cosmetics S. A. Walker, proprietor of a drug store in Russellville, Ark., has found that he can beat the door to door salesman at his own game by the following methods:

1. Offering better service.
2. Stocking a better selection than the door to door salesman can show.
3. Stocking complete lines of merchandise.
4. Displaying merchandise where it can easily be seen.
5. Telling customers where they can obtain lines not carried in his store.

A further problem overcome by the foregoing methods is that of mail order shopping in cosmetics. The Walker pharmacy carries four exclusive cosmetic lines and employs a full time cosmetician.

Surveys

SURVEYS if they are to serve a useful purpose should be closely studied and then carefully filed . . . in the nearest wastebasket. Paraded where all may see, they indicate egocentricity, lack of security, or an inferiority complex. And, they end up by convincing no one but the sponsor. Surveys, and advertising discrediting a competitor which usually follows, are not only in poor taste, but invariably work in reverse.—*Phoenix Flame.*

"Mrs. Kingsbury will be in charge of our counter at the La Mode Shop, Mrs. Smith at the Boston store, and Miss Brown at the Main Street five and ten."

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For Flavor Test Compare with Fresh Fruit

Our First Specialties of:

MORELLO CHERRY MF-903, DALMATIAN CHERRY MF-904, WILD CHERRY MF-905 are recommended for use in flavor compounds, canned or frozen juice concentrates, sherbets, ice cream, bakery and candy fillings. They produce an unsurpassed quality.

MERORY FLAVORS
INCORPORATED

697 ROUTE 46, CLIFTON, N. J.

PRescott 7-4600

BOonton 8-3397

The Editorial - "WE"

Toiletry Sales Exceed Billion Mark

THE recent announcement of the Toilet Goods Association, as reported in the columns of this publication and elsewhere, that toiletry sales for 1953 have been estimated at approximately $1,020,-800,000, is cause for serious study and sober reflection. It is gratifying that, in a year marked by decline in employment and by adjustments in many industries (notably automobile), cosmetics were able to hold their own and even to surpass, albeit by a small amount, the sales for 1952. However, the facts are not good reason for complacent rejoicing. For the three previous years (1950 through 1952), increases of approximately 10% annually had been recorded. For 1953, the increase was approximately 1.5%. When it is recalled that this figure is not even as large as the increase in population of the United States during the same year, it is seen that the per capita sales of toiletries in 1953 actually declined. Nevertheless, this decline was too small to be alarming.

Breakdowns of these figures both by individual products and by types of outlets, reveal trends of outstanding importance. Fragrance products seemed to hold their own, with perfumes declining somewhat, colognes rising, and solid colognes almost disappearing as an important factor in the market. But what remains unanswered is why the disappearance of the solid colognes should not have resulted in greater sales for alcoholic solutions. As the woman tired of the solidified product, and found that it did not answer her needs for fragrance in fresh and refreshing form, did she cease entirely to be a daily fragrance user?

We are not suggesting that we have an answer to a puzzling question. We pose it for further consideration.

Effect of Advertising Of Dentifrices Is Weighed

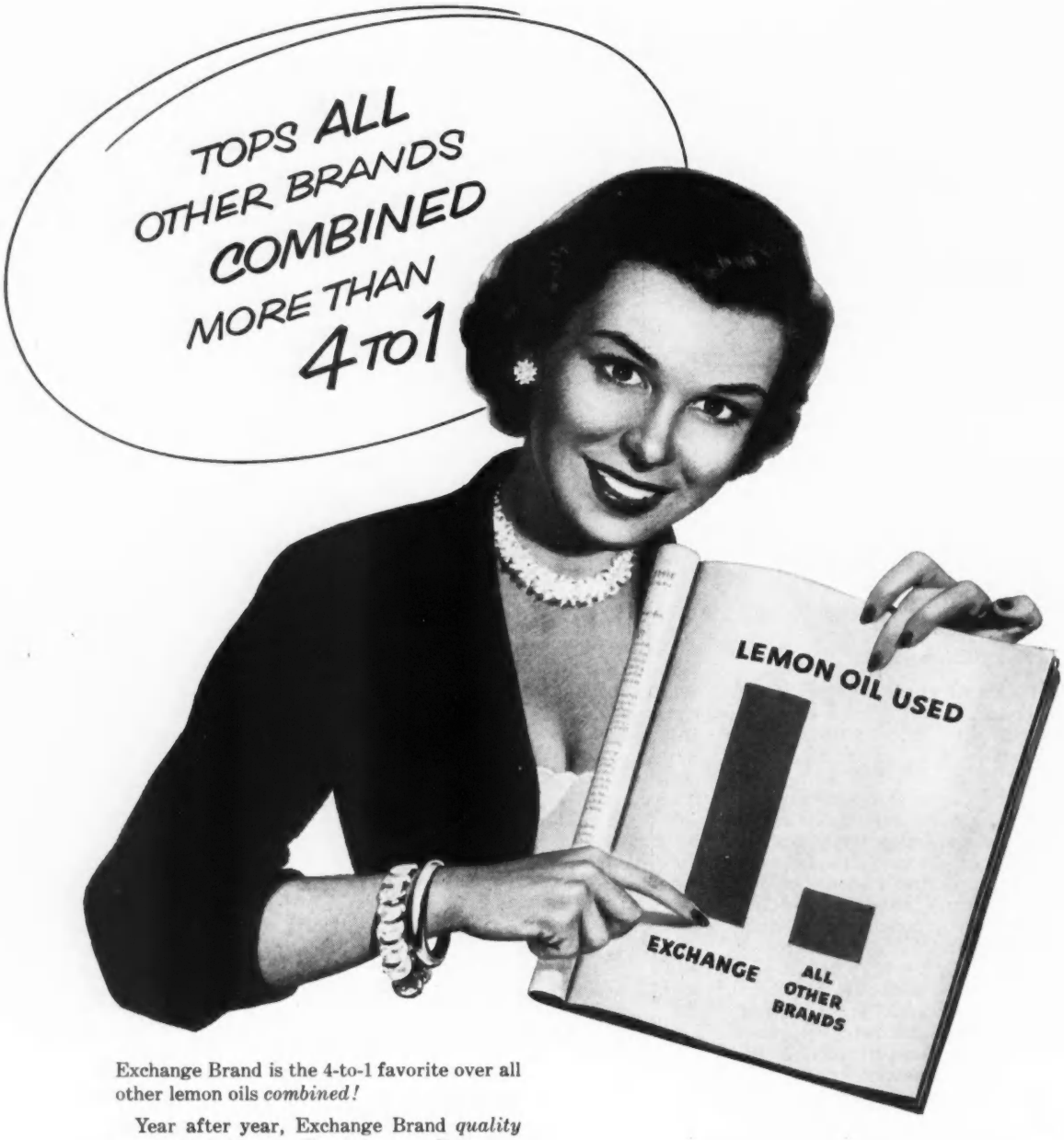
WE are seriously concerned with the statement made by no less a personage than the president of the American Dental Association, Dr. Leslie M. Fitzgerald, in the March issue of the *New York Journal of Dentistry*, on the subject of dentifrice advertising. Dr. Fitzgerald points out that he has no quarrel with dentifrices, that they may serve as a valuable aid to the toothbrush in the care of the teeth. However, what he calls the "current wave of false and misleading adertising" is, in his opinion, dangerous. "When millions of people are told that a dentifrice is the cure-all for every ailment from dental caries to all forms of periodental disorders, there are some who will be led to believe that they are at a reasonable level of dental health when, in fact, they are only accumulating the very dental disorders they seek to prevent," the statement of Dr. Fitzgerald reads. Secondly, the president of the association goes on to charge that this advertising "is undermining the American way of life by destroying public confidence in the integrity of all advertising."

These are words for serious reflection, and at this moment we can make only a few off-the-cuff comments. First, we tend to believe that Dr. Fitzgerald is indulging in the same type of exaggerating that he charges against the dentifrice manufacturers. Certainly, if anything is "false and misleading," it is to say that millions of people are being told that a dentifrice is "the cure-all for every ailment from dental caries to periodental disorders." Now, let's face the facts. No manufacturer has ever offered a dentifrice as a cure, or a cure-all, for caries! Some manufacturers have said that the use of their dentifrice will help *to prevent* caries, others that it will diminish the likelihood of caries, and so on. If these words should be toned down, if the claims should be worded more carefully for public protection against misunderstanding, the dentifrice industry will surely cooperate. But let us not start with false and misleading charges against the industry.

It is certainly important to weigh the complete effect of recent dentifrice advertising on the dental-care habits of the American people. Yes, we are all for such a study, and we believe that Colgate, Procter and Gamble, Lambert, Lever, Bristol-Myers, and other major advertisers would echo our statement. But we venture to predict that the main effect of the various claims has been a greater care in dental-hygiene habits, particularly on the part of younger people, rural groups, economically-depressed groups, and others.

It would hardly be appropriate for us, in the few sentences that remain for comment on Dr. Fitzgerald's remarks, to take up the question of the effect of dentifrice claims on the confidence of the American people in advertising. On the one hand, people believe in these claims so literally that they do not bother going to the dentist (although the advertisements never claim to cure!). But, on the other hand, people are so cynical about the claims that they not only do not believe them, but they have become dubious about all advertising.

We think Dr. Fitzgerald is riding his horse in two different directions.



Exchange Brand is the 4-to-1 favorite over all other lemon oils *combined!*

Year after year, Exchange Brand *quality* proves itself in sales. That's because Exchange Lemon Oil comes only from California lemons grown and skillfully processed by Sunkist Growers.

When a little lemon oil goes so far, why risk buying anything but the best?

Sunkist Growers

PRODUCTS DEPARTMENT • ONTARIO, CALIFORNIA

Produced by
Exchange Lemon Products Co. • Corona, California

DODGE & OLCOTT, INC.
180 Varick St., New York 14, N. Y.

FRITZSCHE BROTHERS, INC.
76 Ninth Ave., New York 11, N. Y.

Exchange

OIL OF LEMON U.S.P.

TOD NOTES by

FLOWER of the Month

May—Lily of the Valley
or Hawthorn
June—Rose or
Honeysuckle

MAYBE YOU KNOW HIM . . .

LESLIE JOYNER was born in Montreal and moved to Toronto as a child. In 1923, one month after completing his formal education, he entered the employ of Fritzsche Brothers of Canada, Ltd. It was then that his practical education began. The nature of the business intrigued him and he applied himself assiduously to learning all he could about it. Long hours of personal study supplemented his laboratory apprenticeship and this, augmented today by more than thirty years of experience, makes Les Joyner a most valuable person to have around when there's a technical sales problem to wrestle with. In addition to supervising laboratory production and being in charge of technical service, he is also Secretary and a Director of our Canadian affiliate. In manner and appearance, Les gives an impression of quiet dignity and reserve, but beneath this exterior is a disposition that is easy, friendly and pleasant to get along with. Taking care of his home, gardens and family—his wife, May, and son, Grant—occupies much of his free time. Aside from these interests, he likes sports—baseball, football and hockey—but his participation is only as a spectator. Likes fishing, too, and in company with his son, occasionally hies away with rod and reel to enjoy the secluded luxury of one of Canada's many bountifully stocked lakes.

WHEREVER perfume and flavor materials are used, manufacturers are becoming more and more dependent upon complex compounds for their finished effects. When re-ordered, the duplication of these compounds demands absolute fidelity to the original if the manufacturer's product is to maintain that consistency of fragrance or flavor so essential to an established product's continuing success. Obviously, this calls for the use of basic materials of highest purity and uniformity both in the development of the original compound and in all subsequent re-orders. That is why we place such importance upon rigid and effective control of our basic materials through our Control Laboratory's examination and analysis of every lot of material we employ. The Optical Rotation Test pictured above is but one of the many procedures we apply in the examination and evaluation of all materials used in our compounding. Only by this and other scientific procedures can we maintain the reputation for matchless uniformity of product which we now enjoy.

FRITZSCHE *Established* 1871 *Brothers, Inc.*

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES *and* *STOCKS: *Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, *Toronto, Canada and *Mexico, D. F.* FACTORY: *Clifton, N. J.*

A THOUGHT for the Month:

"The talent of success is nothing more than doing what you can do well and doing well whatever you do without thought of fame."

—LONGFELLOW

RECOMMENDATION of the Month

BASICOL GERANIUM

If your product's fragrance is derived from Oil Geranium and you'd like to effect a cost reduction, then try this month's specialty—BASICOL GERANIUM. You'll find this material provides complete replacement for the natural oil—and at less than half the price. At $4.00 per lb. (less in quantity) you get a duplication that is hard to distinguish from the natural oil—one that will retain its fresh, green characteristic odor for the whole life of your product.

Please use corner coupon for sample.

IT'S *LATER* THAN YOU THINK!

NINETEEN FIFTY-FIVE with its inevitable array of new lines, new products and new fragrance trends is not as far off—for purposes of practical planning—as the current calendar would indicate. A number of firms have already made good progress in this direction. It is therefore our suggestion to all those who do contemplate changes in their 1955 merchandise that they give their suppliers as much time as possible to formulate and thoroughly test their complex new fragrances. Right now, '55 seems far away, but remember this: Time's a fleeting!

CREATORS of MADE-TO-ORDER FRAGRANCES for PERFUMES, TOILETRIES and COSMETICS

ODORANTS and DEODORANTS for INDUSTRIAL and TECHNICAL USE

SUPPLIERS of AROMATIC CHEMICALS, BASIC PERFUME and FLAVOR RAW MATERIALS

FRITZSCHE Established 1871 **Brothers, Inc.**

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and *STOCKS: Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, *Toronto, Canada and *Mexico, D. F. FACTORY: Clifton, N. J.

Good Scents

FOR PERFUMERS

. . . AND GOOD SCENTS FOR MEN

Because some men feel that the use of a shaving lotion is just one step removed from an application of perfume, they are reluctant to use an after-shave refreshant. Breaking down this barrier is not easy: neither is it impossible with the right psychological approach. First, an after-shave lotion must make the cleanly shaven face feel extra, *extra* good. A cooling sensation helps and for this the compounder adds menthol. The added function of a body deodorant might make the lotion even more acceptable. The addition of a bacteriostat will accomplish this. Last, but not least, the lotion's fragrance should be a *manly* one . . . . and this is where we can help you. The following represent a few of the special scents we offer for masculine appeal—subtle, inconspicuous, appropriate:

L'Aire Lavande O-636	$10.00 lb.
Oriental Bouquet T-519	$12.00 lb.
Bouquet V-388	$12.00 lb.
Lilac I-814	$ 8.50 lb.
Spice L-132	$ 8.50 lb.
Eau de Cologne W-251	$14.00 lb.
Lavender Spice U-463	$14.00 lb.

TRIAL OFFER: *½ oz. samples of any FOUR of these perfumes will be mailed to you, prepaid, upon receipt of coupon below, filled in and checked to indicate your selections and accompanied by check or money order for $1.00 to cover cost of packing and handling.*

PLEASE USE THIS COUPON

FRITZSCHE BROTHERS, INC.
76 Ninth Ave., New York 11, N.Y.

Gentlemen: Attached is $1.00 (check or money order). Please send me, prepaid, ½ oz. bottles of each of the FOUR perfumes checked herewith:

Name .....

Title .....

Company .....

Address .....

City ..... **Zone** .... **State** .....

- **L'AIRE LAVANDE O-636** ☐
- **ORIENTAL BOUQUET T-519** ☐
- **BOUQUET V-388** ☐
- **LILAC I-814** ☐
- **SPICE L-132** ☐
- **EAU DE COLOGNE W-251** ☐
- **LAVENDER SPICE U-463** ☐
- **BASICOL GERANIUM** ☐

WHEREVER perfume and flavor materials are used, manufacturers are becoming more and more dependent upon complex compounds for their finished effects. When re-ordered, the duplication of these compounds demands absolute fidelity to the original if the manufacturer's product is to maintain that consistency of fragrance or flavor so essential to an established product's continuing success. Obviously, this calls for the use of basic materials of highest purity and uniformity both in the development of the original compound and in all subsequent re-orders. That is why we place such importance upon rigid and effective control of our basic materials through our Control Laboratory's examination and analysis of every lot of material we employ. The Optical Rotation Test pictured above is but one of the many procedures we apply in the examination and evaluation of all materials used in our compounding. Only by this and other scientific procedures can we maintain the reputation for matchless uniformity of product which we now enjoy.

FRITZSCHE *Established* *1871*
Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES *and* *STOCKS: *Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, *Toronto, Canada and *Mexico, D. F.* FACTORY: *Clifton, N. J.*

WE'VE GOOD NEWS FOR YOU, SO

. . . . The doctor says all you need now is a good tonic to help rebuild you
wry faces usually greeted the suggestion of a tonic, but not today because m
take . . . . pleasant tasting . . . . *palatable*. That's flavor science's cont
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the recommendations of flavor specialists toward the end that their tonics
preparations will be more acceptable to the average taste. Why inhibit the
flavor masking can remove the handicap of unpalatability? Why not bring
one—to FRITZSCHE . . . . specialists in the creation of custom-made flav

For GOOD TASTE
in Pharmaceuticals *Consult* . . .

FRITZSCH

PORT AUTHORITY BUILDING, 76 NI

BRANCH OFFICES *and* *STOCKS: *Atlanta, Georgia,*
*Ohio, Cleveland, Ohio, *Los Angeles, California,*
*St. Louis, Missouri, *Toronto, Canada and *Mexico, D.*

WE'VE GOOD NEWS FOR YOU, SON . . . . .

. . . . The doctor says all you need now is a good tonic to help rebuild your strength. . . . . Time was when wry faces usually greeted the suggestion of a tonic, but not today because most tonics—flavorwise—are easy to take . . . . pleasant tasting . . . . *palatable*. That's flavor science's contribution to medicine. And it's not surprising that so many important producers of proprietary medicines and pharmaceuticals are now adopting the recommendations of flavor specialists toward the end that their tonics, elixers, emulsions and other oral preparations will be more acceptable to the average taste. Why inhibit the use of these products when skilful flavor masking can remove the handicap of unpalatability? Why not bring *your* flavor problem—if you have one—to FRITZSCHE . . . . specialists in the creation of custom-made flavors since 1871.

For GOOD TASTE
in Pharmaceuticals *Consult* . . .

FRITZSCHE *Established* 1871
Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

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Whither Goeth The Aerosol?

IN our April issue, we published an article on aerosol cosmetics which, in our immodest opinion, summarized just about perfectly where this infant industry stands so far as toiletry articles are concerned. There were 35 million packages of pressure-packaged shaving cream sold last year, 13 million hair-net sprays, a million and a half suntan preparations, as well as perfumes, hand lotions, and numerous other items. Who can predict where this industry will go, what it will do as it integrates itself into cosmetics? Frank R. Zumbro, in the aforementioned article, mentions the difficulties with shampoos and the efforts to work out the corrosion problem, and speaks of work that is being done on depilatories, nail polish, dentifrices, hair dressings, and other products. It is our considered opinion that these, and many other preparations, will see the light of day, and may become important factors in adding to the total sales of the industry. Nevertheless, there will undoubtedly continue to be a place for glass package, collapsible tube, and polyethylene—all functioning in the cosmetic industry side by side. Aerosols cannot long endure on novelty, for already they are ceasing to be novel. They must offer advantages of product formulation, in addition to their unquestioned appeal for convenience. The aerosol manufacturers, in our opinion, must work in three directions, if they are to become the revolutionary factor in the industry which has been predicted for them; namely: (1) not only to formulate products as good as those now available in other package forms, but products which are better, more effective, more emollient, more permanent, than can be produced without the pressure package and its remarkably fine spray; (2) not only to overcome the lethargy and lack of imagination of the can designers, but to make the metal as lovely and as elegant as any bottle on milady's dresser; (3) not only to bring the costs down from the present prohibitively high prices of cans, valve, ingredients, and filling, but to make it possible for the manufacturer of an aerosol product to market his preparation at least as inexpensively as the competitor using another package form.

These problems can be solved. When they are solved properly, the potential for aerosol cosmetics will be staggering.

Important Sidelight On Excise Tax

WE note in a bulletin by that alert group, the National Beauty and Barber Manufacturers' Association, that the Internal Revenue Code provides that, in the payment of the cosmetic tax, the fractional part of a cent shall be disregarded unless it amounts to one-half cent or more. An item selling for 54 cents carries a five-cent tax; for 55 cents, a six-cent tax. By setting the fair-trade price one cent lower, the manufacturer can save the consumer two cents. We believe this provision should be given careful consideration by all those involved in setting a price on products, particularly cheaper products where one cent or two may be of some importance.

Another Advance On Fair Trade Front

WE are gratified at the ruling of the United States Federal Court in Los Angeles that so-called "bait advertising" of fair-traded merchandise cannot be used as a come-on to sell higher-priced brands. The case involved Electrolux, and the court order forbids the store from using "the plaintiff's trademark, service mark, or trade name . . . in order to sell at a substantially higher price goods other than those advertised." While this is a step in the right direction, and is a protection of the consumer as much as it is of the retailers and manufacturers, it is hoped that future court orders will broaden the scope of such an interpretation, and forbid the price-cutter from using a fair-trades product as come-on or bait in order to sell other brands, even when the latter are lower priced.

Always an Occasion For a Good Laugh

ONE of our projects for the long range (and probably never-to-arrive) future has been a collection of the best cartoons on perfumes and cosmetics. It is a sophisticated industry that always enjoys a good laugh at its own expense. Recently, we saw one that we would nominate for the best of the year. There was the irrepressible Dennis the menace, sitting at the toes of his mother's friend, and giving the nursery rhyme a new twist by asking if she knew that the paint's coming off one of the little piggies that stayed home.

Comment

To The American Perfumer:

We want to congratulate you on your Editorial on Page 203 of the March issue.

"A Principle at Stake" is correct in our humble opinion, and if American Industry doesn't get to *fighting for principles* soon, many good legitimate businesses are going to be ruined and others will be subject to the whims of a few impractical bureaucrats.

We want to know how we can help in *your* fight. We tried a similar fight on principle, but received no backing.

Exactly the same principle was applied to the use of coumarin by the Food & Drug Department. Without tests of their own, the Department accepted tests paid for by private interests that would benefit by the ruling and because no one except ourselves was willing to oppose the Department (for fear of being accused of upholding a poison) they railroaded it through. They did this in face of the statement by an eminent Toxicologist (who was not paid) that Dr. Hazelton's tests proved that coumarin was NOT toxic as used in foods. And the Department refused even to answer our "exceptions" filed with it.

Now, we expect this ruling (without any proof) will now be used as precedent to rule colors out of cosmetics and a lot of other materials out of flavors.

To show the kind of reasoning they use, instead of first proving coumarin is a poison, they just assume it as a fact and made this statement. "No tolerance for coumarin in cacao products can be established under law; since it is an added poisonous substance."

The loss of coumarin is not going to put us out of business, but I assure you it has cost the manufacturers of chocolate, cakes, pudding mixes and extracts millions of dollars and will cost the public in higher prices and less flavors.

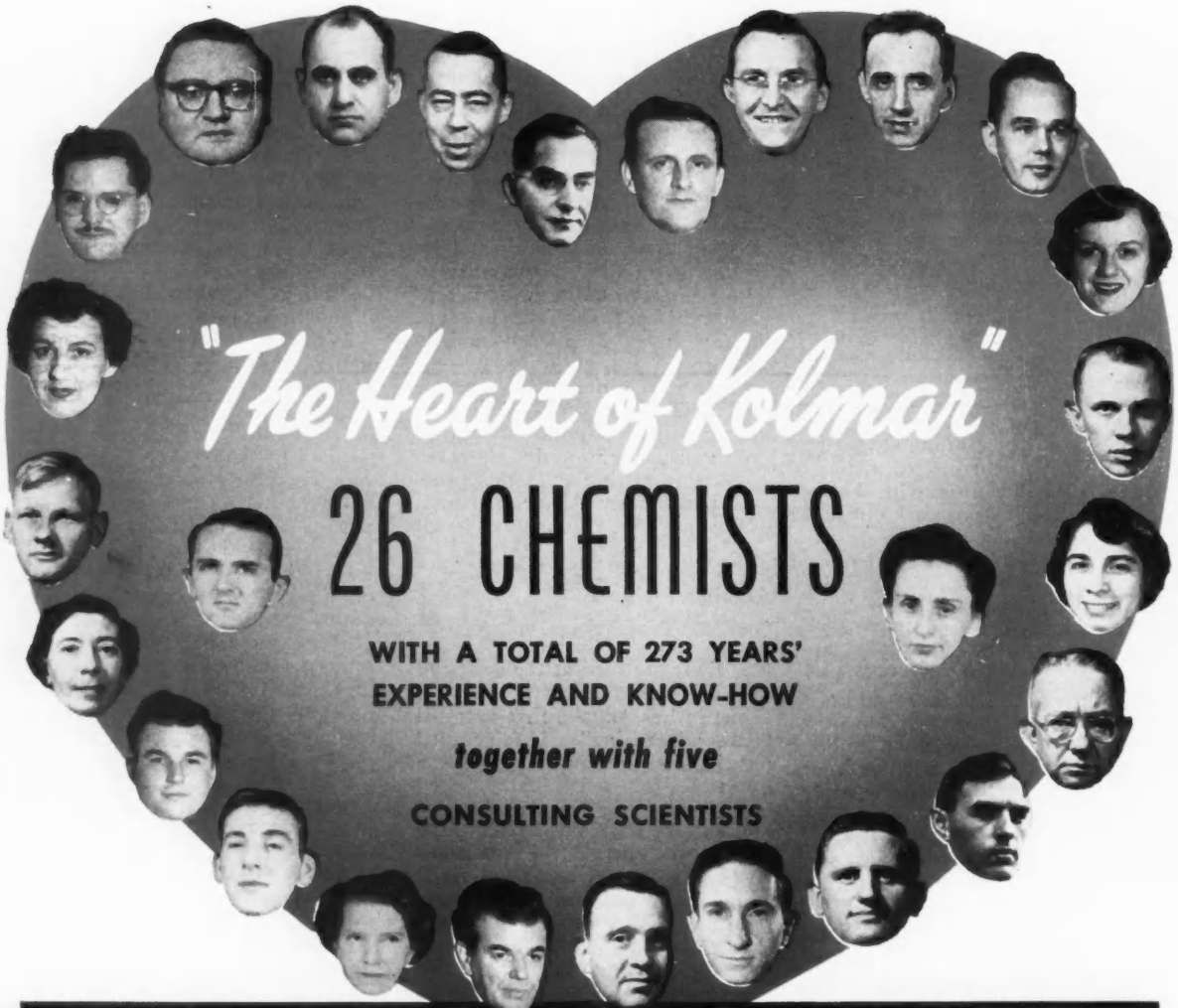
The question is what next?

More power to you on the color deal.

John G. Adams

Manufacturing Laboratories, Inc.

P.S. I want to warn you that you are up against bureaucrats who have no regard for the rights of individuals—the only thing that counts is what they think—your opinion is out-of-bounds. You need to get some Senators and Representatives fighting for the principle which I believe they will agree is right.


"The Heart of Kolmar"
26 CHEMISTS
WITH A TOTAL OF 273 YEARS' EXPERIENCE AND KNOW-HOW
together with five
CONSULTING SCIENTISTS

KOLMAR LEADERSHIP IS THE RESULT OF SPECIALIZED SKILL!

♥ The "Heart of Kolmar" provides continuous creative research and thorough testing at every step of the manufacturing process . . .

♥ It provides the control of quality from raw material to finished product . . .

♥ It has given Kolmar product superiority and uniformity, combined with favorable price . . .

♥ It has enabled Kolmar to develop many of the best known products in the cosmetic field . . .

♥ It constantly works for the improvement of existing methods and formulae, and the development of new ones.

♥ It has won Kolmar recognition *as America's Leader in Private Label Cosmetics.*

The customer's rights in the formula under which he operates is always respected by Kolmar. Consultation will not obligate you and there's a Kolmar Laboratory or Representative near to give you prompt service at all times.

•

Kolmar Products include Lipstick, Dry and Cream Rouge, Loose Face Powder, Cake Make-Up, Compact Powder, Foundation Creams, Liquid Make-Up, Eye Shadow, Mascara, Lotions, Colognes, Perfumes and other cosmetics.

•

REPRESENTATIVES: DOUGLAS HAGGERTY; THOMAS LA PRELLE, EASTERN SALES MANAGER, EMPIRE STATE BLDG., ROOM 605, NEW YORK, N Y.; WARREN M. CURRY, 599 PLUM ST., N. W., ATLANTA, GA.; NORMAN L. KOLE, 505 NORTH LA SALLE ST., CHICAGO, ILL.; J. C. WEILER, 8003 FORSYTHE BLVD., ST. LOUIS 5, MO.; R. F. G. BYINGTON, 1260 N. WESTERN AVENUE, LOS ANGELES, CALIF.; RICHARD F. SPICKER, 419 W. FIFTH ST., CINCINNATI, OHIO; ELMER J. SCHWARTZ, 10016 EAST 35TH TERRACE, KANSAS CITY 3, MO.

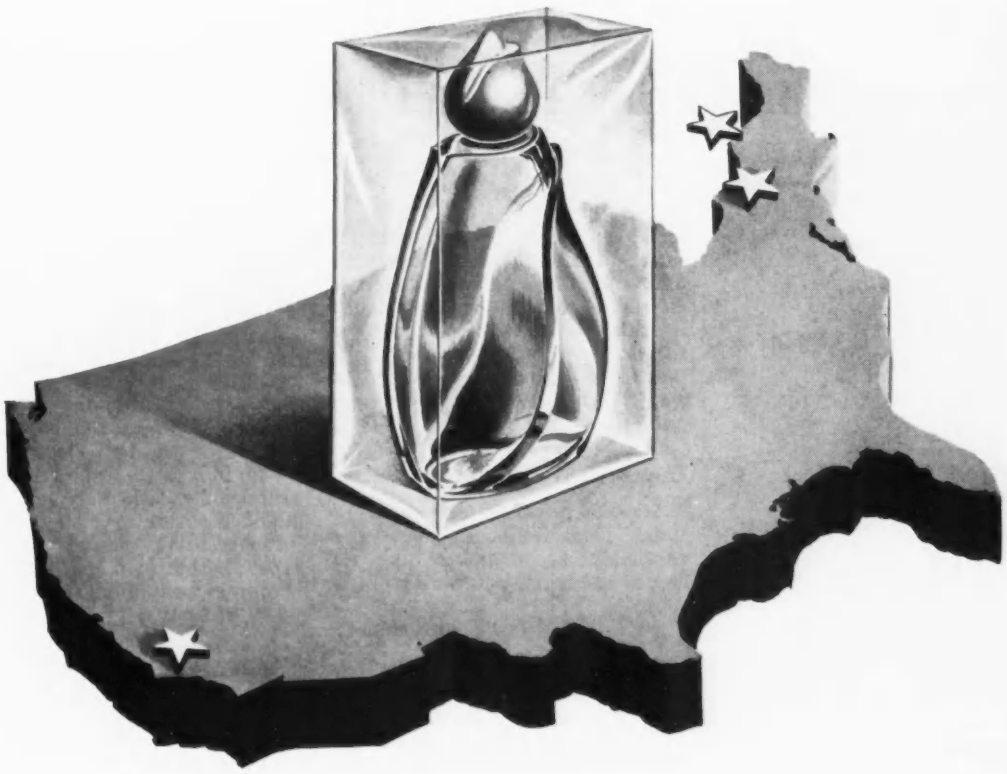
Kolmar LABORATORIES

MILWAUKEE 2, WISCONSIN

PRIVATE LABEL COSMETICS EXCLUSIVELY

KOLMAR COSMETIC SPECIALTIES, INC. (complete package division) • KOLMAR INTERNATIONAL, INC. • WICKHEN PRODUCTS, INC.

PLANTS IN PORT JERVIS, NEW YORK; TWO PLANTS IN MILWAUKEE, WIS., AND ONE IN HOLLYWOOD, CALIF.
CANADA: KOLMAR WILCKENS, LTD., PLANT IN BARRIE, ONTARIO; OFFICE: 205 YONGE ST., TORONTO, ONT.
AUSTRALIA: KOLMAR (AUST.) PTY. LIMITED, 494 KENT ST., SYDNEY; KOLMAR EUROPE: PARIS, FRANCE



FROM COAST TO COAST

Famous brands of fine cosmetics

turn to AVON for manufacture and packaging

Your first consideration in the production of your own brand of cosmetics and toiletries is the quality and reliability of the company which manufactures them for you.

Long experience and the strictest quality standards have gained Avon a position of leadership in the making and packaging of many private brands doing business from the Atlantic to the Pacific.

You can broaden your sales scope on the cosmetics you now manufacture or on new products, without added equipment investment, by entrusting the handling of production to the Private Brand Division of Avon Products, Inc. Modern, well-equipped laboratories in Suffern, (N. Y.), Pasadena (Cal.), and Montreal (Canada) are ready to serve you. Avon's specialized skill and over 60 years of experience include every phase of cosmetic and toiletry production.

Join the other famous brands relying on Avon. Call or write for full information.

Avon Products INC.

PRIVATE BRAND DIVISION

30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Strategically located laboratories in Suffern, New York · Pasadena, California · Montreal, Canada

Hints

for Improving Production

Transports corrosive chemicals

Acid Buggy

For handling corrosive chemicals an acid buggy has been engineered and designed by Automotive Rubber Co. Inc. It is especially built to answer materials handling needs in chemical processing and allied industries. It is equipped with a tank rubber lined inside and out, and has four 50-ft. lengths of acid hose with nozzles, gauge glass, pneumatic controls, air filter and air gauge and 75 ft. of one-half inch diameter air hose. The makers point out that it not only reduces occupational hazards but that it also prevents damage caused by spillage of corrosive chemicals. And also it facilitates quick and simple transfer of corrosive materials from bulk tanks and carriers.

Lantern Insect Killer

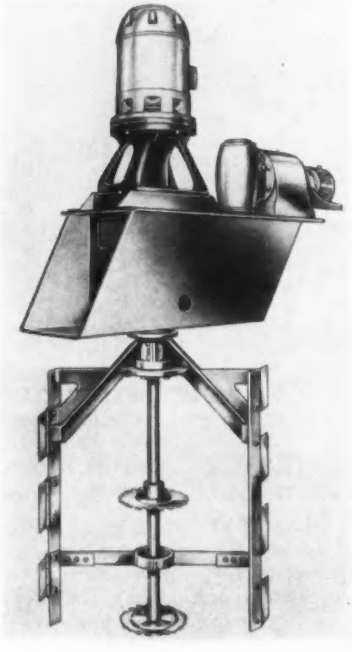
An all purpose electric lantern for use in killing flies and other insects is offered by the Aaron Insect Lektokutor Co. It is not a vaporizer. Instead it operates by electrocuting insects which cross the charged space between two grids to reach the bait within.

Feeder Functions as Crusher

A new application of the combin feeder made by the Pulva Corp. enables it to act as a crusher. In the past its primary function has been to provide storage or surge bin capacity as well as a feeder to meter out at controlled rates difficult to feed materials. The crushing feature is stated to eliminate difficulties previously encountered due to log jamming of the product, gives uniform control flow from the feeder and eliminates any need for any pre-crushing operation.

Duplex Drive Dissolver

Manufacturers with difficult solution, dispersion or suspension problems may combine the operating simplicity and speed of the



Dissolver

Cowles ultra fast dissolver with slow speed, paddle type agitation according to the Cowles Co., the manufacturer. It combines a patented high speed impeller with a gate type scraper arrangement. The drive shaft of the high speed unit runs through the hollow, slow speed drive. The slow speed attachment may be used as a slow speed agitator to run in either direction. It is available in sizes from 100 to 1000 gals.

Automatic Feed Capping

New automatic feed capping equipment has been introduced by W. H. Swanson & Co. for versatile, trouble free capping. Of particular interest is the quick change over from one size container cap-setting to another size with no change of parts for average type container. Variable speed capping up to 60 containers per minute with instant fingertip adjustment control is another feature, it is added, which can be made during the operation of the machine.

Push Button Controlled Filler

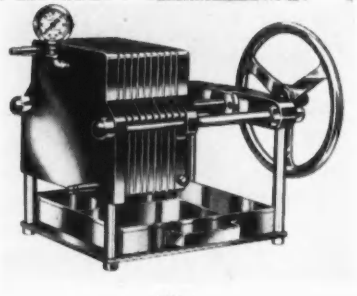
Improvements have been announced on its new model push button controlled pneumatic vacuum filler with automatic filling cycle by the Packer Machinery Corp. The machine may at any time be converted to manual operation. It is available in 6 to 14 spouts and handles containers up to one gallon capacity.

Stopcocks for Micro Operations

Stopcocks especially designed for micro operations are offered by the Microchemical Specialties Co. Micro in size and in a variety of shapes, the makers point out, they make apparatus more compact, reduce dead space and improve appearance.

Bacterial Retentive Filter

For pyrogen and bacterial retentive work, Ertel Engineering Corp. announces a new model 8-ESS. The unit accommodates 8-in. square asbestos filter sheets. When liquid temperatures are below 120 deg. F. and where sterilization is not required the lucite models offer visual inspection of the product during the filtering cycle. A model for smaller capacity filtration is also available. Model 8-ESS is claimed to be valuable for filtration of perfumes, essential oils, chemicals, etc.



Filter

Phantolid®*

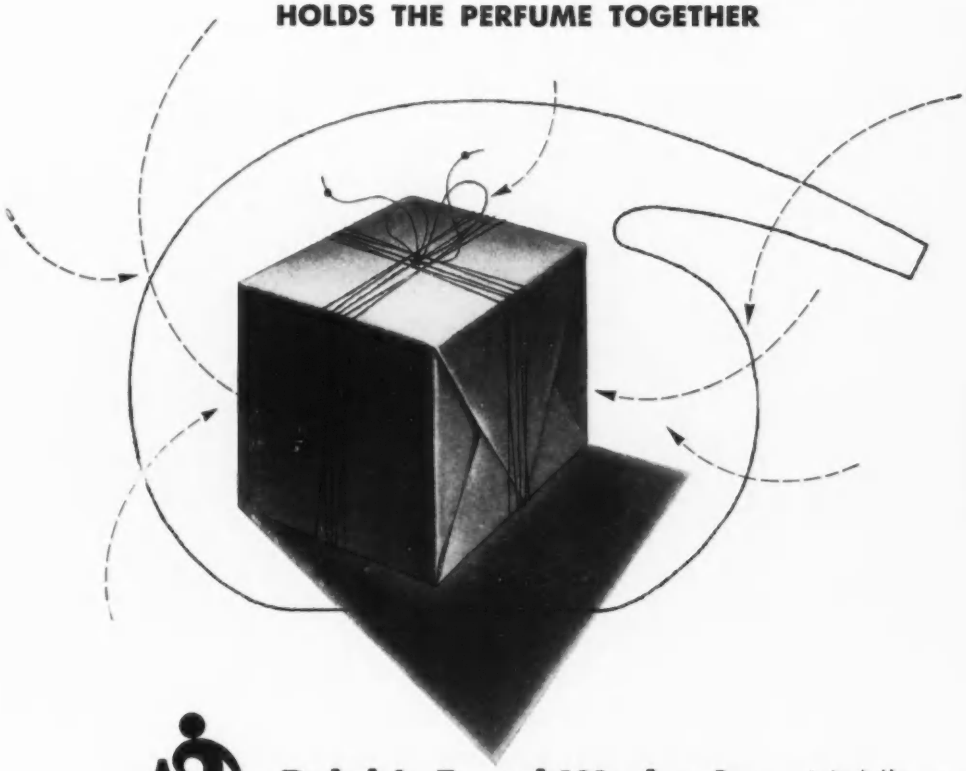
THE
new
aromatic chemical
musk-tonkin type
lasting, economical

Useful addition to present standard fixatives

Does not discolor perfumes, creams, soaps, and other cosmetic preparations

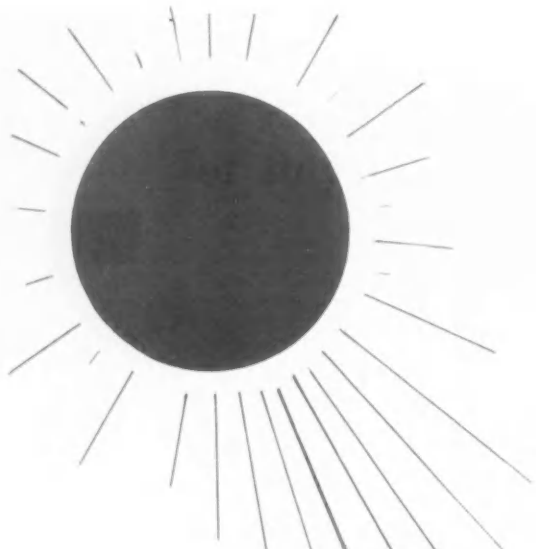
Like a string around a package, it...

HOLDS THE PERFUME TOGETHER



Polak's Frutal Works, Inc., Middletown, New York

*Domestic and Foreign Patents applied for.



Be Prepared for Hot Weather

TEGIN • TEGACID

Emulsifiers That Suit Your Formulations To A

T

Sun Tan Preparations

TEGIN Emulsifiers are widely used in sun tan creams and lotions. Both TEGIN and TEGIN P are compatible with most modern sun screening agents. They are easy and simple to use. They have proved their worth through decades of acceptance by American cosmetic manufacturers. **Basic formulations for sun tan preparations available on request.**

Anti-Perspirant-Deodorant Preparations

TEGACID is the symbol for stability in emulsions. Simple and easy to use, TEGACID produces stable emulsions with acidity as high as pH 2.3. It is extensively used in anti-perspirant-deodorant preparations. **Complete technical data on request.**

GOLDSCHMIDT

CHEMICAL CORPORATION

153 Waverly Place, New York 14, N. Y.

SERVING INDUSTRY FOR A QUARTER CENTURY

SALES REPRESENTATIVES

CHICAGO • LOS ANGELES • ST. LOUIS • MONTREAL • TORONTO

NEW PACKAGING and PROMOTIONS

Yardley's Lavender Bath Oil

YARDLEY announces the addition of Lavender Bath Oil to its English Lavender line for June selling. It comes in a 2 oz. bottle, selling for $1.75. National magazine, Sunday newspaper supplement and television advertising has been scheduled.

RICHARD HUDNUT's new shades for "The Fair-and-Peachy Look" are Fair in Flatter-Glo make-up and DuBarry Face Powder, and Peachy Pink in DuBarry Lipstick. DuBarry Flatter-Glo Fluid Make-Up sells for $1.10, DuBarry Face Powder at $1 and $2; the lipstick retails for $1.10 and $1.50. Also new is Bloom, a "non-drying, and non-fading rouge," in a single shade; it sells for $1.10.

CONSOLIDATED COSMETICS INC. will promote its Lanolin Plus line through an extensive advertising and publicity campaign during the spring and summer months, with special emphasis on Lanolin Plus Liquid with mention of the other seven products: Liquid Make-Up, Shampoo, Hand Lotion, Liquid Cleaner, Cleansing Cream, Body Lotion and For The Hair. Advertisements will appear in more than thirty magazines and in 400 newspapers throughout the country.

HOUBIGANT introduces Body Tone, scented with its Chantilly fragrance, for all-over-the-body use. It is claimed to soothe, tone, refresh and cool the skin, without leaving an oily residue. An introductory package consists of two bottles, a regular 6 oz. shaker top bottle and a free sample size, together for $2.50. If the customer is not satisfied with the trial bottle, the large unused one may be returned to the store for a refund.

DOROTHY GRAY has decorated its cologne sticks with tops to represent members of a wedding party, such as bride, groom and bridesmaids, and of a graduation party, with sticks representing girl graduates, complete with white cap and gown, and boy graduates in black cap and gown.

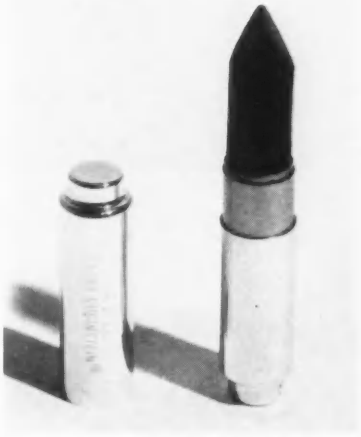
Wedding party cologne sticks

HELENA RUBINSTEIN offers Color-Tone Shampoo, a temporary coloring which is said to have a cumulative effect when used consistently. It comes as Blonde-Tone, Brunette-Tone, Red-Head, or Silver-Tone Shampoo; a 6 oz. bottle sells for $1.25, a 14 oz. one for $2.50.

YARDLEY offers a new gift package, English Lavender Weekender, consisting of 1½ ounces of English Lavender, 2½ ounces of bath salts, and a toilet-size cake of hard-milled soap to retail for $1.95. The products are set in a light blue box under a transparent sleeve, screened with package identification in matching blue. The package will be advertised in Sunday newspaper supplements, a national magazine, and television.

THE TONI DIVISION of The Gillette Co. will introduce Pamper, a new, clear liquid shampoo, nationally in June. A $2,000,000 advertising campaign will launch the new product. Spearheading its print schedule will be a series of page and half-page four-color ads in leading newspaper supplements. The shampoo will also share in Toni's radio-TV lineups. Film commercials, including an animated jingle sequence, will be featured on television. Pamper samples will be distributed in millions of Prom Home Permanent kits. Point-of-purchase promotions for the summer selling season will feature "Gentle as a lamb" interior display material and window streamers in full color. Amber-colored Pamper is presented in a curved "built-in-grip" bottle, with multi-colored label and a white plastic cap. Pamper is priced at 30 cents for the 1½ oz. size, 60 cents for the 3½ oz. size, and $1 for a 7 oz. bottle.

HELENA RUBINSTEIN introduces Hair Stick, a water-soluble coloring agent for use between tints or bleaches, or for hair that is beginning to gray. It is packaged in a purse-sized, metal over-large lip-stick-type of metal pushup container. It comes in eight shades and sells for $1.25.



Helena Rubinstein's Hair Stick

NATURAL AND AROMATIC MATERIALS

BASES AND SPECIALTIES FOR PERFUMES, COSMETICS AND SOAPS

exclusive representatives for

Tombarel Freres, Grasse

- absolute supreme flower essences
- surfine essential oils
- resinoids

LOOK TO US FOR THE UNUSUAL IN PERFUME SPECIALTIES!

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PRODUCTS CORPORATION
12 East 22nd Street
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IN CHICAGO: A. C. DRURY & CO., INC. • 219 EAST NORTH WATER STREET

SHEFFIELD TUBES

preferred by ELI LILLY AND COMPANY

Physicians often prescribe Lilly's Ointment "Surfacaine"* for burns. This versatile Lilly Ointment is also used to relieve pain or itching due to abrasions and many other superficial skin lesions. Use of a slip-off label permits easy removal by the pharmacist preparatory to pasting a prescription label on the Sheffield Tube.

* Assistance of Eli Lilly and Company in the efficient packaging of many such ethical products has been a privilege of Sheffield Tube over the years.

* For tough uniform collapsible tubes that truly safeguard your product while offering every convenience in handling and use, specify Sheffield Process Tubes on your next order.

It pays to use the best.

"Surfacaine" is a registered name, Lilly

THE SHEFFIELD TUBE CORPORATION

Factory and Home Office: New Castle, Penna. • Sales Offices: *New York • Chicago • Los Angeles*

What a blender!
ASTROTONE BR
(TRADE MARK)
Perfumes perk up, get a new lease on life when you use this all-purpose, modern fixative and blender . . . "Astrotone" BR!
This true synthetic has earned its own welcome . . . it gives perfumes a subtle sparkle, softens and sweetens a formula's rough edges . . . gives a priceless touch to an inexpensive bouquet.
"Astrotone" BR belongs to the musk tonquin family (not a nitro musk). And it's wholly soluble in, and compatible with, all perfume materials.
Help wanted? Apply here! Send for a helpful bulletin telling you all about "Astrotone" BR . . . or consult us about any perfume problem you might have. Write today for a catalogue listing RHODIA'S products.
Rhodia INC.
230 Park Avenue, New York 17, N.Y.
PLANT: PATERSON, N. J.

DOROTHY GRAY has launched its Hot Weather Cologne Promotion with 8 oz. bottles of cologne in five fragrances, regularly $2, on sale at $1 for a limited time only. Atomizers are offered at 75 cents. Tied in with the promotion are two new products. Hot Weather Deodorant Spray, also available in five scents, comes in a blue plastic 3 oz. bottle, selling for $1.25. The other new package is an eight oz. bottle of Hot Weather Shampoo, retailing for $1.

THE J. B. WILLIAMS CO. is introducing new packaging for its Conti Castile shampoo, with a green container picturing a medieval castle in old Castile, Spain. Labels and cartons have been redesigned to focus attention on Castile shampoo with olive oil. The same bottles continue to be used.

TONI continues to test market its new Viv lipstick.

LEHN & FINK offers its 98 cent size Etiquet cream deodorant at half price.

CHERAMY introduces April Showers Liquid Cream Deodorant, claimed to combine the effectiveness of a liquid anti-perspirant with the soothing qualities of a cream. The

Liquid Cream Deodorant in squeeze bottle

squeeze bottle nests in a self-display carton. The new product will be backed by intensive advertising in June in eight national magazines. The price is 79 cents.

COTY offers several new items in its annual Muguet des Bois fragrance presentation. "Twistick" lipstick-type solid cologne sells for $1.25. Creamy Skin Perfume in purser size with leakproof "Tap Tip" applicator sells for $1. Other Muguet beauty and bath accessories come in complementary pairs, packaged in a garden motif. These include dusting powder with special size toilet water; talc with special size toilet water, toilet water with special size solid cologne; and Cream Powder Compact with a purser of "Creamy Skin Perfume"; prices range from $1.50 to $2. Regular items range in price from $1 to $5.

HARRIET HUBBARD AYER offers the 1½ oz. size of Ayer Dry deodorant for 50 cents instead of the regular $1 price, through June 7 only.

HELENA RUBINSTEIN'S Silk-Sheen Cream Rinse is said to condition and untangle hair, making it easy to comb and set. It sells for $1.50.

MARY CHESS offers a new soap assortment, Rainbow Beauty Soap. Each golden box contains one large bath soap, three medium-sized hand soaps, and six small guest

Golden box with 10-cake soap assortment

soaps, a total of ten cakes, all cellophane-wrapped, in an assortment of scents and shades. The price is $5.

THE TONI Division of The Gillette Co. is introducing a new Toni home permanent with what is claimed to be a faster and much easier 15-minute waving process. According to division president R. N. W. Harris, more than 200,000,000 home permanent kits have been sold by The Toni Co. since its founding in 1944. The company's market research statistics show that 65 per cent of the women over 15 years of age who curl their hair are now waving at home. In 1944, by contrast, its statistics indicate that only one adult woman out of 100 tried her hand at the home waving technique.

CHARLES ANTELL has launched a 13-week special promotion for its Formula 9 in Philadelphia. The campaign includes spot television advertising.

ELIZABETH ARDEN has packaged bottles of My Love, On Dit, and Blue Grass perfume in a Jewelled Egg, with pearled coronation crown, at $9 and $10, and in a Flower Cluster Egg, with velvet bands, at $8.50 and $9. Promotion is aimed for Mother's Day, Graduation, and other Spring-time gifts.

CAMEO, INC. introduces a "longer wearing, quicker drying, higher

Re-formulated nail polish in new bottle

gloss" re-formulated Smartee nail polish. In a new package by Owens-Illinois Glass Co. it sells for 15 cents.

TONI is testing Deep Magic facial cleansing lotion, in 75 cent and $1.25 cent sizes in Milwaukee and Rochester, and at 60 cents and $1 in Oklahoma City. Claimed to leave the skin "three times cleaner than soaps or creams, it is recommended as base for powder or make-up.

HELENA RUBINSTEIN offers Tan-In-A-Minute, a liquid tan make-up for a golden brown skin tone, to make unexposed skin match sun-exposed skin and in lieu of hosiery during the summer months. It is said not to interfere with the true tanning process. The price is $1.25.

PARFUMS CORDAY'S Fame advertisement, "Anything Can Happen When You Wear Fame", a full page black and white, has received a "Certificate of Excellence" from the American Institute of Graphic Arts. The advertising program started in October 1953.

LUCIEN LELONG offers Sirocco, Tailspin, Balalaika, Indiscret and Opening Night colognes, together with an atomizer, in special packages selling for $1.95 for the 2½ oz., $2.85 for the 4 oz. bottle.

HAZEL BISHOP is promoting its two new summer lipstick shades, Soft Pink and Light Red via a one-dozen units counter merchandiser, publicity, television and newspaper advertising.

DE LAIRE

PERFUME SPECIALTIES • AROMATIC CHEMICALS

SINCE 1876, WHEN FABRIQUES DE LAIRE PLACED AROMATIC ORGANIC CHEMICALS AT THE DISPOSAL OF THE PERFUMERS, THE REPUTATION OF DE LAIRE PRODUCTS HAS BEEN KNOWN THE WORLD OVER.

BACKED BY THE SPECIALIZED AND LONG ACCUMULATED EXPERIENCE OF THE FABRIQUES DE LAIRE, LOCATED IN ISSY AND CALAIS, FRANCE, OUR MODERN NEW YORK LABORATORY IS EQUIPPED TO WORK ON THE DEVELOPMENT OF YOUR FINE FRAGRANCES, AND INVITES YOUR INQUIRIES.

DE LAIRE, INC. 114 EAST 32ND STREET, NEW YORK 16, N.Y.–TELEPHONE: MURRAY HILL 3-9957

Cologne and Fragrance Stick

BOURJOIS offers Scented Merry-Go-Round, regular $1 size Bath Powder plus Evening in Paris toilet water, a $2.25 value, for $1.50. Cabana Duo consists of Evening in Paris cologne together with the new formula Fragrance Stick; a $2 value at $1.50.

POND'S 59 cent Angel Face now comes in a gold 18 piece display packer, with shades clearly marked for self-service.

FABERGE has started its annual promotion of its spring and summer fragrance Straw Hat. Packaging is in real straw and red linen.

HAELAN LABS. is reported to be planning to market a new nail polish in a plastic "squeeze" bottle with built-in brush applicator.

SORTILEGE offers an one ounce size of Essence and a half dram of Parfum together for $2.25.

MARY CHESS, INC. has repackaged its Chessmen line of men's toiletries. Bottles are gold-capped and anagraphed in red to harmonize with the Terra Cotta box platforms; lids and bottoms of boxes will be in goatskin paper. Sets include toilet water and after shave lotion, at $3; after shave lotion, toilet water and soap, at $3.75; and after shave lotion, toilet water, after shave powder, soap and shaving soap in a tube, at $5. Single items are also available.

DUBARRY Cleansing Cream for Dry Skin in the 8 oz. $2 size jar is selling for $1.25 for a limited time only.

BOURJOIS' Evening in Paris now comes in a re-designed oval footed bottle, in a slightly lighter tone than its traditional midnight blue. It comes in ½ oz., .66 oz., and ⅓ oz. sizes. The change in mold is the first one since the Roman arch-shaped bottle was acquired in 1929.

MANHATTAN SOAP CO. is marketing a line of Sweetheart cosmetics.

MARY CHESS offers ivory taffeta sachets with a French Garden design of pastel flowers. They include Tuck-in, Corner, Pillow and Shoulder Cover Sachets, as well as a Handkerchief Case. They come in a choice of seven different scents.

CHARLES OF THE RITZ has re-packaged its Sun Bronze suntan lotion

Rebottled suntan lotion

in a brown, gold-flecked plastic bottle. The 4 oz. size sells for $3.50, the 2 oz. one for $2.

SHULTON, INC. will back its Old Spice for Men line via magazines, radio, and for the first time in its history, a powerful newspaper campaign for Father's Day sales.

YARDLEY has designed a special Father's Day gift package containing After Shaving Lotion and an acquaintance sized tube of brushless or lather Shaving Cream to retail for $1.10, the regular price of the lotion alone. The offer will be advertised in Sunday newspaper supplements and on radio.

GOURIELLI offers, for Father's Day sales, a cocktail shaker bottle with either Men's Cologne or After Shave Lotion, singly or in sets. Part of the Here's How line, other items are Talc, Soap Trio, and Shave Bucket, a real re-usable bucket package. The Tang line includes Men's Cologne and an After Shave Lotion, singly or in sets.

CONSOLIDATED COSMETICS' Lanolin Plus Liquid Make-Up, newest item in the line, is promoted via a folder titled "What's *your* shade of Lanolin Plus Liquid Make-Up?" with swatches to help select the correct one of the product's five shades.

BOURJOIS presents Mais Oui, Skylark, and Moulin Rouge colognes in new 8 ounce size bottles, a "$2.00 value" for $1.00 each. The bottles are round with concentric circles. A counter merchandising display offers a back drop base for the three bottles of fragrance to stand.

TUSSY Midnight cologne cartons made for Lehn & Fink Products Corp. by Robert Gair Co., Inc. received an Award of Merit under the classification, Best Gravure and Offset Lithographic Printing—One and Two Color. The association called this: "Imaginative packaging for the highly competitive cosmetic field, at reasonable cost."

MICHEL offers three fragrances "to reflect three completely different personality types." The line embraces Cologne "X", under a green label, to suggest a cool scent "for the young in heart", Cologne "Y", under a red label, a warm fragrance "for a vital, dramatic personality", and Cologne "Z", with a blue label, a "sensuous, lingering perfume for the woman of the world." Packaging is simple and features signet-like facile labels; outside cartons are of heavy gold foil. The colognes sell for $2.50 for 2 ozs., $4.50 for 4 ozs., and $7.50 for 8 ozs.

New Michel cologne line

NATIONAL TOILET CO. of Paris, Tenn., is promoting its Nadinola Bleaching Cream through six participating announcements per week on radio station WDIA, Memphis, which specializes in the Negro market.

your *First* move

is a **SYNTOMATIC SAMPLER**

EMALDENE

... a lasting fragrance of real appeal . . . . . at **$16** per lb.
1.25 per oz.

EVERDENE

... a perfume oil blend which is ever popular . . . at **$12** per lb.
1.00 per oz.

MAXINE

... a bouquet with maximum floral character . . . . . at **$22** per lb.
1.50 per oz.

... check, test and prove to yourself any or all of the three SYNTOMATIC SAMPLER suggestions herein listed. Prove them for quality, effectiveness and for economical application ...

●

P.S. for that matter ... should you want a blend for a particular purpose ... you need but ask ...

SYNTOMATIC CORPORATION

114 EAST 32nd ST., NEW YORK 16, N. Y.
· MUrray Hill 3-7618

New Products and Developments

Owens-Illinois Marketing

Until now the three manufacturing divisions of the Owens-Illinois Glass Co.: Glass Container, Libbey and Kaylo and its subsidiaries —Kimble Glass Co. and Owens-Illinois Plywood Co.—marketed their products under their own names with no concerted effort to relate them to the parent organization. To correct this Owens-Illinois has adopted a common signature which clearly establishes the parental role of O-I and identifies all products as O-I products. Eventually the company's new O-I trademark will be established in all areas requiring public identification. Smith Rairdon, vice president and director of marketing is engaged in educating the company's 27,000 employes on the new marketing program.

Gift Containers

Shaving cream and after shave lotions packaged in a Baret Ware gift container increases impulse and gift sales according to the I. D. Co. because the box has a decided reuse value. Baret Ware, as it is known, is imported from Britain and is stated to have the fragile beauty of old porcelain with the

Box lid forms picture frame

rugged strength of metal. The lids of the boxes are designed as framed pictures to be hung or displayed in the home. English Baret Ware boxes are made in pairs and have a number of different designs. Hunting is pictured in the accompanying illustration. Due to the unbreakable quality the boxes are convenient for traveling. The boxes are gold lacquered internally and have slip lids. A complete catalog will be sent on request.

High Purity Fatty Alcohols

A complete line of fatty alcohols said to be of exceptionally high purity to meet the exacting requirements of the cosmetic and pharmaceutical industries is announced by Aceto Chemical Co. Inc. 40-40 Lawrence St., Flushing, 54, N.Y. Technical bulletins are available.

Mottled Urea Closures

Mottled urea closures afford colorful appeal to the package accord-

Urea closures

ing to the Closure and Plastics Div., Owens-Illinois Glass Co., Toledo, Ohio. Combinations in a variety of colors are offered, in a variety of shapes and sizes especially suitable for the cosmetic industry.

New Silicone Fluid

A new silicone fluid said to be remarkably compatible with organic materials has been developed by Dow Corning Corp. Known as Dow Corning Fluid 555, it is water white, odorless and easily diluted with lanolin, beeswax, mineral oil and 95 percent ethanol. It is designed primarily as an easily blended, non separating functional ingredient for cosmetics and ointments. Because of its greater volatility it does not exhibit the unusually high order of water repellency, temperature stability and oxidation resistance associated with the standard dimethyl silicone fluids. However an alcohol solution of it displays these properties to a

Test areas where a silicone-based skin cream was applied are clearly visible when the entire hand is dipped in ink (left). The practical effectiveness of the cream becomes even more evident when the ink is rinsed off (right). Treated areas wash clean immediately, but vigorous scrubbing with strong soap is necessary to remove the rest of the stain.

much higher degree than any emulsion of the dimethyl silicone fluids simply because it is not hindered by emulsifiers.

New Opacifier for Lotions

A new stable opacifier designed for use in cold wave and other cosmetic lotions as well as hydrogen peroxide solutions is offered by Perry Brothers Inc. 220 Flushing Ave., Brooklyn, N.Y. It is known as Emulsifier X-180 and is stated to be composed of non ionic material, contains no resins, is non toxic and non irritating, is readily incorporated and shows exceptional stability at varying temperatures when incorporated in cold wave lotions and as high as 15 percent hydrogen peroxide solutions. It is stated also to be compatible with most salts found in cosmetic preparations; is very resistant to acid and alkali hydrolysis, also oxidation, and may be employed as an auxiliary emulsifier in non edible systems. The use of one per cent is said to be adequate in most instances.

N. Y. Aerosol Packaging Plant

An aerosol packaging plant will be opened in the New York area by G. Barr & Co. by June 1 according to an announcement of George Barr, president of the company. The new plant will extend the manufacturing services of the company to the east coast. Richard Neiss will be in charge of engineering.

What You Don't Know CAN Hurt You...

..If You Don't Know All About...

PENN-DRAKE® White Oils

THE man whose job it is to know about and specify white oils will profit by making sure he has all the facts on Penn-Drake White Oils.

Two points of paramount importance are these: Penn-Drake offers a *specialized service* for refining custom-made grades, and Penn-Drake products—both regular and special—enjoy a world-wide reputation for highest quality and dependable uniformity.

We will be glad to send complete information and samples to anyone interested in having them.

PENNSYLVANIA REFINING COMPANY

705 BUTLER SAVINGS & TRUST BUILDING • BUTLER, PA.

Branches: Cleveland, Ohio and Edgewater, N. J.

Can "Colloids Out of the Sea" Help Make Your Product Better?

Grandma knew the secret when she used Irish Moss in her homemade face creams and emulsions. Bretton fishermen knew the secret when their hands stayed baby-soft through the bitterest moss-gathering weather. Pharmacists from ancient times knew the secret when they used Irish Moss to put the "soothe" in their cough syrup and lotion preparations.

Now — through the magic of chemistry — the special colloidal, emollient and demulcent properties of Irish Moss have been given new commercial significance. Thanks to Seaplant Chemical's modern processing methods, Irish Moss Extractives are now available refined to the high standards of purity and selectivity-of-function today's manufacturers of drugs, cosmetics and pharmaceuticals require.

Selected Types Perform Wide Range of Functions

The long-known emollient and demulcent properties of Irish Moss are important plus values of SeaKem Stabilizers that offer intriguing merchandising advantages.* But it is for their performance of both common and special colloidal functions that these stabilizing agents are best known and most frequently used.

Dentifrices, lotions, pharmaceutical emulsions and a variety of similar products are made better and more sales appealing because SeaKem Stabilizers are used in their formulations to accomplish viscosity control, bodying, foam stabilization, suspension or emulsification.

Available in a wide selection of types, each one refined to definite standards of strength and uniformity, SeaKem Stabilizers are easy and efficient to use — powder in form, colorless to light buff in shade, highly odor-free, readily miscible, compatible with most other additives and modifiers.

How Can You Put SeaKem Stabilizers to Work?

Can the unique emollient and demulcent properties of "Colloids Out of the Sea" give your product new or added appeal? Are they the key to a more effective solution of your stabilizing problems? Send today for laboratory working samples. If possible, include in your letter some information about the problem — in complete confidence, of course — so that you may receive the type SeaKem Stabilizer best suited to your needs. Write today. SEAPLANT CHEMICAL CORPORATION, 63 DAVID STREET, NEW BEDFORD, MASSACHUSETTS.

* *Recent radio-activity tests conducted by independent research laboratory demonstrate conclusively that SeaKem Stabilizers remain on skin after repeated scrubbing and rinsing.*

Flavor Section

Additives Control Bill Provisions

OF great interest to the flavor industry and the flavor chemist is the stress placed in this bill and in similar bills on the need to supply data of a scientific character such as data relating to composition, toxicity, and methods of determination of the new chemical additive. The fact is that there are few chemists trained in these fields and the flavor industry has done little to ameliorate this condition.

MORRIS B. JACOBS, Ph.D.

FOR a number of years members of Congress, particularly members of the House of Representatives, have been interested in amending the Food, Drug, and Cosmetic Act of 1938 with a view to control the employment of chemical additives in food. Such interest began in earnest in the 80th Congress convening in 1947 with Representative O'Keefe and was carried on vigorously by Representative Delaney when he became the Chairman of the Select Committee whose function it was to investigate the use of chemicals in and on foods.

In 1953, Representatives Delaney and Miller, as a result of their investigation, introduced bills for the control of additives in food. These bills have now been replaced by one sponsored by Representative Joseph O'Hara in his role as Chairman of the subcommittee having jurisdiction over bills relating to the work of the Food and Drug Administration. This bill, H. R. 8418, is said to carry out a number of the recommendations that spokesmen for industry feel will make the bill a better law if it is enacted. This bill, however, is said not to be the final thoughts of Representative O'Hara but is designed to serve as a means for a new discussion of this problem. For this reason, it would be wise for the flavor industry and for flavor chemists to become acquainted with its provisions.

Chemical Additives Defined

The bill is presented to protect the public health by amending the Federal Food, Drug, and Cosmetic Act to prohibit the use in food of new chemical additives which have not been adequately tested to establish their safety.

In pursuance of this objective section 201 of the Federal Food, Drug, and Cosmetic Act is to be amended by the addition of a paragraph stating: "(s) The term 'new chemical additive' means any substance the intended use of which results or is likely to result in its becoming a component of any food, including substances intended to preserve or alter the food or for any other purpose in manufacturing, producing, processing, packing, wrapping, transporting, or holding the food which is not generally recognized, among experts qualified by scientific training and experience to evaluate the toxicity or other potentiality for harm of such substances, as having been adequately shown through scientific procedures or through prolonged use in food not to be a poisonous or deleterious substance for its intended use. The term does not include pesticide chemicals in or on raw agricultural commodities."

In addition to defining the term, new chemical additive, this bill will amend section 402 (a), relating to the adulteration of food, so that the food will be deemed to be adulterated "if it is or if it bears or contains any new chemical additive which is unsafe within the meaning of section 409 (a)."

Unsafe Chemical Additives

Section 409 will be a completely new section in which the meaning of unsafe chemical additives is defined. By stating flatly that "Any new chemical additive shall be deemed unsafe for the purposes of the application of clause (2) (c) of section 402 (a) unless a regulation has been issued by the Secretary pursuant to paragraph (c) of this section announcing that the new chemical additive is not a poisonous or deleterious substance for its intended use, the section makes a new chemical additive an adulterant unless its use has been authorized by issuance of a regulation by the Secretary of the Department of Health, Education, and Welfare to the effect that the chemical additive is not a deleterious or poison-

ous substance for its intended application.

This bill requires then that industry prove that a given new chemical additive is not poisonous or deleterious under the conditions of use.

Application Data

Any interested person has the right to file with the Secretary of the Department of Health, Education, and Welfare an application containing scientific data to prove that a new chemical additive is not a poisonous or deleterious substance. The application must, however, contain certain necessary data:

(A) the name, chemical identity, and composition of the new chemical additive;

(B) the proposed use of the new chemical additive together with functional use information;

(C) a full description of the methods used in, and the facilities and controls used for, the production of the new chemical additive;

(D) a description of the methods for quantitative determination of the new chemical additive, and its reduction products, in or on food;

(E) all direction, recomendations, and suggestions proposed for the use of the new chemical additive, including specimens of its proposed labeling;

(F) full reports of investigations made with respect to the toxicity or other potentiality for harm of the new chemical additive;

(G) a proposed regulation announcing that the new chemical additive is not a poisonous or deleterious substance for its intended use; and

(H) reasonable grounds in support of the application.

Samples of the new chemical additive and of the articles used as components have to be furnished to the Secretary of the Department of Health, Education, and Welfare upon request.

Action on Application

The Secretary has 120 days in which to issue a regulation announcing that the new chemical additive is not a poisonous or deleterious substance or to notify the applicant that no regulation will be issued. The Secretary can, however, within this period refer the matter to an advisory committee of experts. The applicant also had the privilege to request that his application be referred to such an advisory committee. This committee has 90 days in which to review the application and then the Secretary has an additional 30 days to review the recommendations and reports and to issue a regulation announcing whether the scientific data establish that the new chemical additive is not a poisonous or deleterious substance for its intended use and the reasons for his action.

Objections to a regulation issued by the Secretary may be filed within 30 days and a public hearing may be requested. The advisory committee must be represented at such public hearings.

Provision is made for the appointment of the advisory committee, for the right to consult this committee by the applicant, and for judicial review.

Safe Limits

It is clear that Representative O'Hara has introduced a bill which attempts to set up quantity limits for use of any new chemical additive which permit it to be used with safety. He has stressed the following points in connection with the proposed bill.

1. It is the responsibility of food industries to exert every effort to assure adequate safeguards in the production and distribution of foods.

2. Every new substance proposed for use in food must be adequately pre-tested by the manufacturer or user of the substance and that this pre-testing be required by law.

3. The results of the experimentation in pretesting new substances proposed for use in food should be reviewed and approved by the Food and Drug Administration before such substance is allowed in food to be sold to the public.

Enforcement Procedures

This bill as mentioned places the burden of proof as to the safety of a new chemical additive upon industry. It has been pointed out that the principal unresolved issue concerns the enforcement procedures. Thus some chemical producers hold the opinion that after submission of scientific data which apparently proves that a chemical is safe, the right to its employment in foods should be granted automatically after a reasonable period of time in which the regulatory agency can review the submitted data. To prevent the use of the chemical, the governmental agency must obtain an injunction.

Such a procedure places the burden of proof that the chemical additive is harmful upon the governmental agency and for this reason governmental agencies are opposed to such procedures. They point to the successful operation of the new drug section of the Federal Food, Drug, and Cosmetic Act prohibiting the use of a new drug until its safety is established as an example of a proper regulatory procedure.

Flavored Notes

FOOD Research Laboratories, Long Island City 1, N. Y., have started a new house organ, *what's new in Food and Drug Research*. The four page leaflet carries some items which are of interest to the flavor industry and to flavor chemists.

The 45th annual convention of the Flavoring Extract Manufacturers' Association was scheduled for May 16 through May 19 at the Biltmore Hotel in New York City.

It is to be noted that H. R. 8418, introduced by Representative O'Hara of Minnesota, relating to the control of 'new chemical additives' specifically omits pesticide chemicals in or on raw agricultural commodities from the purview of the proposed act.

Harvey Posvic of the Department of Chemistry, Cornell University, New York published a paper in *Science 118*, 358 (1953) on the odors of optical isomers. According to the infrared theory of olfaction of Beck-Miles, *Science 106*, 511 (1947) optical antipodes should not display different odors and optical isomers with apparent differences in odor have been cited against the theory. Among these are the *d*- and *l*-dimethyl *trans*-hexahydrophthalates. Posvic synthesized these isomers and carefully purified them. The pure samples had odors which were indistinguishable so that in so far as these isomers were concerned the theory of Beck and Miles was not vitiated. Posvic pointed out that his work did not, however, prove the theory either.

The control of the use of pesticides in or on raw agricultural commodities is being considered in the Miller Pesticide Bill, H. R. 7125. —*M. B. J.*

Institute of Food Technology Convention June 27-July 1

The Institute of Food Technology will hold its national convention June 27 through July 1, at the Biltmore Hotel in Los Angeles, Cal.

J. W. Sale:*

Regulatory Problems

in the Food Flavoring Field

(Continued from the April issue)

MODERN analytical procedure in the isolation and determination of flavoring constituents is exemplified also in the work of A. D. Nebb and associates at the University of California, and A. J. Haagen-Smit (5) and co-workers at the California Institute of Technology.

Chemical methods for determining the source of the predominating flavor of fruit flavors fortified with other natural flavors must be supplemented by organoleptic examination of the samples, as such, or of their distillates. This is necessary because of the wide variation in the amounts of flavoring constituents in different fruits, and in different samples of the same fruit. Haagen-Smit and his co-workers found 2.91 parts per million of ethyl acetate in winter pineapples and 119.6 parts per million of that constituent in summer pineapples. There may be added to the fruit flavor, in making the finished product, 200 times as much of one oil (such as lemon oil) as another (such as oil of jasmine or of rose).

I believe that some of you feel that this class of products should be investigated, and if so, the methods of examination discussed herein should assist you in determining whether or not any particular product is to be classed as an imitation, if you work on samples of the flavor itself. If you are dealing with a food sample made with such a flavor the determination will be more difficult because of the difficulty of isolating minute amounts of the flavor from the sirup, candy or other food. In this connection, the regulatory chemist working in the flavor field should keep on hand as many as possible of the catalogs of manufacturers of flavoring material, as they will be found useful. We have found it helpful to keep on hand fresh samples of commercial flavoring chemicals, for use in comparing flavors, and chemicals and physical properties, with those of suspect samples of commercial flavors.

Certainly, regulatory chemists are now in a much better position from the standpoint of methods of analysis than they were even a few years ago, and the time required to establish adulteration and misbranding should be less now than formerly. Thorough training in organic chemical analysis is a prerequisite for work in this field, as well as some knowledge of manufacturing practices.

An excellent way for the regulatory chemist to obtain a proper background for work on flavors is to arrange with a cooperative true fruit flavor manufacturer to supervise the manufacture of batches of several of the more widely distributed true fruit flavors, and to analyze samples from such batches, by approved modern methods of isolation and determination of the volatile flavoring constituents. By doing this he will assure himself that the samples are not contaminated or adulterated with foreign chemicals, and will ascertain for himself the natural flavoring constituents of the commercial flavor, at the same time gaining experience in the methods of analysis. If he is to testify in court, this background of experience and authentic data are needed to avoid embarrassment on cross examination and possible loss of the court case.

In one respect, the task of the regulatory chemist is somewhat easier than that of the research chemist working on the volatile flavoring constituents of fruits. The suspect samples he works on are likely to be relatively rich in synthetic flavoring constituents, whereas the quantity of the 26 flavoring ingredients which the Eastern Regional Research Laboratory found in apples amounted to 50 parts per million on a fresh juice basis, and the amount of volatile peach oil found by Power and Chesnut in peach pulp was only 7.4 p.p.m.

Unfortunately, I cannot advise you of the extent to which commercial "true fruit" flavors are being adulterated and misbranded at the present time as we have not been able to devote any material amount of time to this project.

We did establish the adulteration of a grape flavor by determining its content of methyl anthranilate—which proved to be 0.35 per cent, or approximately 1000 times the maximum amount found in grapes.

We established the adulteration of several samples of so-called raspberry flavor by determining their content of beta ionone.

Vanilla extract carefully fabri-

* Chief, Beverage Branch, Division of Food, Food and Drug Administration, Dept. of Health, Education and Welfare. Address before Assn. of Food and Drug Officials of the U. S., Hot Springs, Ark. June 1953.

cated to comply with all of the usual tests (lead no., resins, etc.) was found to be adulterated with St. Johns wort and malic acid. That case was contested and the jury brought in a verdict for the government.

Fenugreek (Greek hayseed) extract is listed as a usual constituent of imitation maple flavors. Now, fenugreek contains choline which we can isolate and determine quantitatively as the crystalline compounds choline reineckate or choline periodide. However, we have found choline also in several samples each of molasses, refiner's sirup, and soft sugars and in corn sirup, wheat sirup and in caramel made from corn. The chemist should familiarize himself with the characteristic odor and taste of fenugreek (which should not be difficult) and make an organoleptic examination, as well as a chemical examination, before concluding that a suspect sample is adulterated with fenugreek.

Incidentally, we found that, from an interpretative standpoint, the true malic acid content of a maple sirup has no advantage over the malic acid value.

It would unduly extend this paper to discuss in detail all of the flavoring specialties previously mentioned, including maple, coffee, butter, butterscotch, chocolate, and the usual household flavoring extracts for which advisory standards were issued under the Food and Drugs Act of 1906, and for which methods of analysis with which you are familiar are available. Methods of testing the flavoring strengths of the latter named products are contained in "Methods of Analysis" AOAC. However, those objective methods may profitably be supplemented by organoleptic tests in some cases. For example, we have found that the citral content of an imitation lemon flavor cannot be used alone to determine flavoring strength inasmuch as other flavoring ingredients may be present.

Labeling

ONE of the objectives of the analyst and reviewing officer is to be able to decide whether a flavor or flavored food is misbranded, in view of its composition as disclosed by analysis. There follow a few excerpts from our correspondence of recent years which indicate our reaction to certain labeling proposed for use by manufacturers.

On the subject of listing ingredients on labels, we said:

The statement of ingredients on the submitted label of your Peach Flavor is evidently a general statement which is to be used on the labels of numerous flavors. We believe that Section 403 (i) (2) of the Act contemplates that the statement of ingredients shall differentiate between articles of different identities. If the statement is made so general as to be applicable to different products, the purpose of the requirement is not fulfilled, in our opinion. Where a flavor contains a very large number of esters, aldehydes, alcohols, ketones and essential oils bearing complicated chemical names that would not be informative to the consumer, we have not objected to listing only the predominating or characterizing constituents, followed by the words "and other esters," "and other aldehydes," etc., as for ex-esters," "Benzaldehyde and other aldehydes."

We encountered a soda water flavor prepared from cherries, raspberry extract, and oil of almond. It owes its flavor chiefly to essential oil and the principal effect of the

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raspberry extract was to color the mixture. We said:

We have inspected the three samples which you submitted and it is our conclusion that the finished flavor, which has a predominating taste and odor of oil of almond, is an imitation cherry flavor. In listing the ingredients the words "raspberry extract" or their equivalent should be prefaced by the words "colored with."

An inquiry was addressed to us regarding a flavoring mixture consisting of fruit extractives and synthetic flavoring chemicals. We did not have a sample of it. We said:

Our experience with this type of product indicates that it is to be classed as an imitation and that it should be labeled "Imitation Strawberry Flavor" in type of uniform size and prominence as provided in Section 403 (c) of the Federal Food, Drug, and Cosmetic Act. This comment is applicable also to the label bearing the words "TRUE Reinforced with IMITATION," followed by a blank space in which the name of the fruit flavor is to be inserted.

With respect to an imitation olive oil flavor, we said:

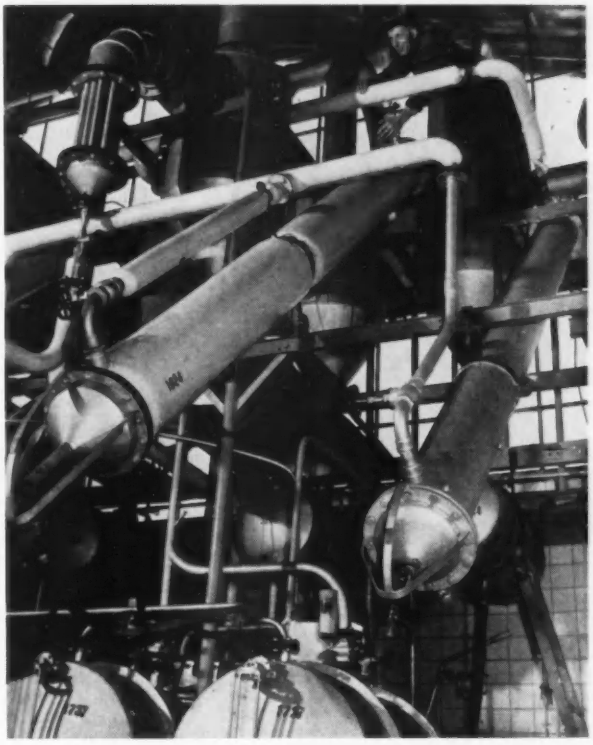
In the case of the label for "Imitation Olive Oil Flavor," we suggest that the label bear a statement setting forth the fact that it is for flavoring imitation olive oil and that the latter must be so labeled.

Regarding the use of a single name on a mixed food, we commented as follows:

It is our opinion that the proposed name "Van-Lin" will be inappropriate since it is a play on the word "vanillin" and this product contains other ingredients in addition to vanillin. As you know, the regulation under Section 403 (a) of the Food, Drug, and Cosmetic Act states that the labeling of a mixed food may be misleading if designated by a name which includes or *suggests* the name of one of more, but not all, of the ingredients.

Regarding a sirup flavored with cocoa, we said:

The product is not "Chocolate Syrup" but should be named "Chocolate Flavored Syrup," all words in the name being printed in the same size type and with the same degree of prominence. Without knowing the amount of cream (and its butterfat content) and the amount of dried egg you use, we cannot comment authoritatively on the proposed "Egg Cream Flavored" feature of the label. This would not, in our opinion, be appropriate unless you use sufficient of these two items to characterize the finished product and it would seem that this would be quite difficult with the basic flavor being derived from cocoa.



Fruit juice flash pasteurization and cooling equipment at the N. V. Chemische Fabriek "Naarden," Holland, plant.

We have found that there are many brands of imitation vanilla extracts, not named as such, but bearing labeling such as "Pure Vanilla Extract ozs. vanillin added per gallon," "Mexican & Bourbon Pure Vanilla, reinforced with ozs. clove vanilla," "Pure Bourbon Vanilla 1 fold, fortified with ounces vanillin," "Vanilla Flavoring Formula containing a blend of synthetic vanillin and vanilla," with the blanks filled in with the number of ounces of vanillin used.

Where the flavor of the added vanillin is greater than that contributed by the true vanilla, we have classed such flavors as imitations. These are examples of the tail wagging the dog. More flavor is contributed by the added vanillin when more than 0.93 oz. of vanillin is added to a gallon of vanilla extract of average composition. Of course, the names quoted above are objectionable in other particulars. Vanillin is not "clove vanilla" even if made from oil of cloves and the artificiality of added vanillin should always be shown in the labeling under the F.D. & C. Act.

The author desires to express his appreciation to Dr. Morris B. Jacobs for permission to use certain excerpts from his book "Synthetic Food Adjuncts," to Mr. J. B. Wilson for assisting in the discussion of the methods of analysis, to Dr. Justus G. Kirchner, Dr. Jonathan W. White, Jr. and Mr. J. H. McClumphy for assembling in the literature cited herein extensive lists of articles which made the author's task lighter.

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Evyan observed Easter with a "Most Precious Promenade" luncheon and fashion show on Easter Sunday at The Savoy Plaza, New York. Above, Miss Lisa Ferraday, T.V. star, poses with a giant egg of lace and turquoise blue satin which was presented to Miss Deborah Kerr, star of "Tea and Sympathy." The Mexican government sent 10,000 gardenias to the guests.

ROBERT E. HILBRANT has been elected vice-president of the toilet articles division of Colgate-Palmolive Co. and MARSHALL S. LACHNER has been elected vice-president of the Soap Sales division.

CURT ABEL, president of the Novis Co., sailed May 12, on the Flandre for a ten weeks' business and vacation trip to France, Switzerland and Germany. While in Germany he will visit Wolff & Sohn, Karlsruhe. Mr. Abel is accompanied on the trip by Mrs. Abel.

I. R. HOLLENBERG has been elected president and technical director of Knapp Products, Inc., Lodi, N. J., manufacturers of fine chemicals. Dr. Hollenberg was formerly president of Van Dyk & Co. and executive vice president of Summit Chemical Products from which positions he resigned in March.

ROBERT LECLERC and MARTIN RICHARDS, each with 25 years of service with George Lueders & Co., were recently welcomed by the firm in their veterans organization. Mr. Leclerc, the 55th member, is head of the Montreal shipping department; Mr. Richards, the 56th member, is foreman of the Distilling Department. Each was the recipient of the membership pin, gold watch, gifts from officers and fellow employees, and each was guest of honor at a party.

WILLIAM W. PFLUG, general sales manager of Sun Tube Corp., Hillside, N.J., has been elected vice-president in charge of sales.

DR. J. HILARY HERCHELROTH is receiving the congratulations of friends on the arrival April 10 of J. HILARY HERCHELROTH Jr. who weighed in at 8 lb. 2 oz. Dr. and Mrs. Herchelroth are the parents also of a two year old daughter.

NORMAN F. DAHL has resigned as executive vice-president of Cicogne, distributors of Le Galion line of perfumes.

W. E. ROGERS, director of Lautier Fils, Inc., New York, N. Y., recently left for Europe where he will tour the manufacturing facilities of the parent company in London, Paris and Grasse, France.

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Soap Section

Aromatic Acetals in Soap Perfuming

Why aromatic acetals are more generally preferred to the aldehydes to avoid possible trouble in stored soaps

PAUL I. SMITH

THE increased importance now being attached to quality focusses the attention of soapers on all aspects of stability and resistance to discoloration. It has, of course, been known for a long time that certain perfumery ingredients were suspect as possible causes of trouble in stored soaps, and for this reason, the aromatic acetals were more generally preferred to the aldehydes because of their greater stability in alkaline media. This is, of course, somewhat of a generalization, but nevertheless manufacturers have for some time now shown a marked preference for the acetals, e.g. to mention just one substitution, phenylacetaldehyde dimethyl acetal is commonly chosen instead of phenylacetaldehyde on account of its good storage properties, non-staining characteristics and improved staying qualities. The acetals are usually liquids, e.g. phenylacetaldehyde dimethyl acetal is a colourless liquid having a specific gravity at 25/25 deg. C. of 1.002 to 1.006 and a refractive index 1.493 to 1.495. Other popular acetals include resedalia acetal and the dimethyl acetal of alpha amyl cinnamic aldehyde, both of which possess exceptionally good lasting qualities. Generally speaking the aromatic acetals offer the following practical advantages:

1. They possess a fine fragrance, in many instances superior to the aldehyde.
2. They have lasting qualities that enable the perfume to be retained to a large degree in the toilet soap during use.
3. The aromatic acetals are stable in alkaline media and keep exceptionally well under reasonable conditions of storage.
4. As a class of perfumery materials, the acetals are easily compatible with super-fatting agents, fillers, antiseptic agents and other common additives.

Soap on Conveyor Driers

A FAIRLY common source of trouble in making chip soap is the sticking of the soap on the conveyor belt. This may be due to several causes, the most important being as follows:—

1. Overheated soaps will invariably stick, moreover, the irregular lumps built-up on the conveyor belt will be difficult to remove and cause trouble in all subsequent packaging operations.
2. Soaps that contain too high a percentage of moisture when they enter the drying machine are also liable to cause processing difficulties, such as sticking.
3. Filled soaps have a marked tendency to stick and when processing these, special care needs to be taken to make certain that they are in the right condition before going into the machine. Some additives are themselves inclined to be rather sticky, irrespective of the physical condition of the soap itself.

Synthetic Detergents: British Committee Investigates

AVAILABLE evidence about the effects of the growing use of synthetic detergents does not justify any immediate alarm by users or the public health services, the British Committee on Synthetic Detergents states in an interim report just published. Under the chairmanship of Sir Harry Jephcott, chairman and managing director of Glaxo Laboratories, the Committee was appointed last May by the Minister of Housing, Mr. Harold Macmillan.

"There is definitely nuisance at some sewage works," the report says, "and there are other and more serious possibilities in relation to the efficiency of sewage treatment, the condition of rivers, and the purity of water supplies. All these

matters require and will receive most careful examination."

A full report within its terms of reference, says the committee, can usefully be made only after extensive further investigations which are bound to take a considerable time—perhaps 12 months or more.

The Committee had considered the position in the U.S.A. and was arranging to send two representatives to that country for further study. There is no doubt about the usefulness and wide popularity of detergents as cleansing agents for domestic, industrial and other purposes, but there is considerable concern about their known or possible effects. Washing products based on synthetic detergents may, like those based on soaps, lead to dermatitis on the hands of some users, it is stated, but the incidence of this complaint is not significantly greater than when soaps and alkalis were the only common washing products.

JOSEPH A. DANILEK, president of Mary Chess, Inc., (which recently became the United States distributors for Peggy Sage products) spent Easter week with his wife and son, DONALD, at The Homestead in Hot Springs, Va. While there Mr. Danilek and Donald were a Father-Son team in the tennis tournament, and lost to the top-seeded team in the semi-finals.

Mr. and Mrs. William Mennen, Jr. at New York International Airport prior to their departure for Europe.

WILLIAM MENNEN, Jr., executive vice-president of the Mennen Co., and his wife recently flew by airplane to Lisbon, Portugal, for a six-week business trip. He is visiting Mennen representatives who manufacture Mennen products in Europe, and conferred with military authorities in connection with his company. His itinerary includes Spain, Italy, Switzerland, West Germany and France.

DONALD DANILEK, son of JOSEPH A. DANILEK, president of Mary Chess, Inc., recently was inducted into the National Honor Society of the Garden City, Long Island, New York, High School.

MRS. MAC JONES has been appointed Tussy packaging designer. She succeeds Gloria Van Fleet Williams, who resigned to join her husband in the R. R. Williams Co.

BENSON STORFER, president, Parfums Corday, Inc., and EDWARD PLAUT, president, Lehn and Fink Products Corp., served as chairmen for the cosmetics group in the April Cancer Crusade of the New York City Cancer Committee, a local division of the American Cancer Society.

ALFRED M. ENDLEKOFER has joined the sales department of the T. C. Wheaton Co. and Wheaton Glass Co. He will be connected with the companies' New York office.

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NEWS and EVENTS

Coty Organizes New Company to Sell Three Different Lines

Coty Inc. has organized General Beauty Products Inc. to merchandise three different lines on a franchise basis. They are: Lucien Lelong, Marie Earle and Lilly Dache. Lilly Dache, wife of Jean Despres, executive vice president of Coty Inc., is president of the new division. Mortimer Hirschfield is general manager; J. V. Bellavia is sales manager and Wilfred McLaughlin is controller. Both Mr. McLaughlin and Mr. Hirschfield were associated with Helena Rubinstein Inc. before joining Coty some years ago. The Lilly Dache line is now being developed and it has been reported that it will include hair products and face make-up products.

Outlook for Freon for Aerosols More Promising

Since the Atomic Energy Commission requisitioned the available supply of Freon-114—a propellent used in many aerosol packages—the situation has changed.

While it is not in plentiful supply and the government's defense requirements for it are of course subject to change and may even increase, there is a brighter side of the picture. E. I. du Pont de Nemours & Co. which manufactures dichlorotetrafluorethane (Freon-114) has completed new plant facilities in the past month for its manufacture and also an expansion of one of its older plants has made possible an increase in the output of Freon-114. Consequently the company hopes to take care of government requirements and at the same time supply a substantial volume to the aerosol industry.

Chemical, Allied Industries Assn. of Mich. Golf Plans

The Chemical and Allied Industries Assn. of Michigan will hold the following golf outings, according to an announcement by golf chairman Bill Harlton: May 4, Meadowbrook Country Club; June 29, Dearborn Country Club; July 27, Meadowbrook Country Club; August 24, Pine Lake Country Club; September 28, Plumb Hollow Country Club. The August 24 golf outing at the Pine Lake Country Club has been designated Ladies' Day.

H. E. Peterson

Mathieson Chemical Corp. Names Lentheric Officers

Mathieson Chemical Corp. has named H. E. Peterson vice-president and general manager of Lentheric, division of the corporation, it has been announced by J. C. Leppart, first vice-president of Mathieson. Mr. Peterson, formerly assistant to the vice president in charge of advertising and marketing at Squibb, will assume full responsibility for direction of operations of the Lentheric Division.

Jack Mohr has been named vice-president in charge of marketing, Ralph Zehner continues as vice-president in charge of production.

Vincent Radziminski, formerly internal auditor and on the Comptroller's staff at Squibb, has been named Comptroller of Lentheric.

Aerosol Packages May Be Mailed, Post Office Rules

Aerosol packaged products, formerly held as non-mailable, are now permitted to be sent through the mail under a regulation issued by the U.S. Post Office. The Post Office regulation stresses water bath testing at 130 degrees Fahrenheit of all aerosol packages as a requirement for mailing. Shippers of aerosol products must take precautions that all valves are protected, that the outside containers are strong and well-constructed, and that suitable absorbent material is included in the package.

The aerosol regulations apply only to non-refillable metal containers charged with solutions not to exceed 30 inches (16.6 fluid ounces), with pressures not to exceed 55 pounds per square inch at 70 degrees F.

Elleni Makes Front Page News with Radiation Treatment

Elleni, Santa Barbara, Cal., cosmetics manufacturer, and its general manager Edward Blockinger, made extensive front page news in local newspapers recently when Mr. Blockinger offered a medication produced by his firm, to the Japanese fishermen injured by atomic radiation. The gift, a package with 10 pounds of salve and 12 leaves of the aloe vera plant, was welcomed by Japanese officials and rushed to Japan by airplane. The major wire services and a newsreel company covered the send-off, as well as a swarm of Japanese Air Lines photographers.

Chemical Specialties Mfg. Assn. Meets May 24-25

The Chemical Specialties Mfg. Assn. will hold its spring meeting on May 24 and 25 at the Hotel Netherlands Plaza in Cincinnati, Ohio.

A. R. Penfold (third from left), 1954 Fritzsche Award winner, chats with Dr. Ernest Guenther, vice-president and technical director of Fritzsche Brothers; F. H. Leonhardt, chairman of the board; and John H. Montgomery, president of the donor firm, preceding dinner in Mr. Penfold's honor.

Fritzsche Award Winner Honor Guest at Dinner

A. R. Penfold, Director of the Museum of Applied Arts and Sciences of Sydney, Australia, and winner of this year's annual gold medal $1000 Fritzsche Award which was presented to him during the recent 125th national meeting of the American Chemical Society, was the guest of honor at a recent dinner and cocktail party tendered him by F. H. Leonhardt, chairman of the board of Fritzsche Brothers, Inc., donor of the award.

The party was held in the Manhattan Room of the New York Athletic Club. Those present, in addition to Mr. Leonhardt and the honored guest, were John H. Montgomery, president of Fritzsche Brothers, Inc., Hans. P. Wesemann, Dr. Ernest Guenther, John L. Cassullo, Fred Leonhardt, Jr., D. A. Neary, G. A. Wohlfort, Ellis Merkl, Arthur Hemminger, Dr. E. H. Hamann, E. E. Langenau, Fred Richter, R. W. Montgomery and R. W. Wilmer.

In response to Mr. Leonhardt's introduction, Mr. Penfold expressed his great appreciation of the honor he had received. He reminded his listeners that, to the best of his knowledge, the Fritzsche Award was the only chemical award that was international in scope. He told briefly how in 1924, quite by luck and chance observation, he had examined the leaves of five botanically identical eucalyptus trees while waiting for a tire to be changed on his car and had discovered upon crumbling the leaves of two of the trees that their odor was very unlike the odor of the other three.

This led ultimately to the important discoveries of Penfold and his collaborators which he calls the physiological variation of plants, or as Dr. Guenther in his remarks explained it, "the fact that plants which are absolutely identical, both botanically and morphologically, nevertheless may produce essential oils of entirely different chemical composition."

In concluding his short talk, Mr. Penfold paid special tribute to Mr. Leonhardt for having lent encouragement and support to the completion of Dr. Guenther's six volumes on "The Essential Oils." Mr. Montgomery, President of Fritzsche Brothers, and Mr. Wesemann, vice president, also spoke briefly, the former expressing happiness in the fact that this year's award winner was from the distant and friendly continent of Australia.

The First Machinery Corp. has consolidated all its departments in city-block-long quarters at 209-289 Tenth St., Brooklyn, N.Y.

Rhodia Buys du Pont's Industrial Reodorant Business

E. I. du Pont de Nemours & Co. has sold its industrial reodorants business to Rhodia, Inc. Known as the Alamask line of industrial reodorants, the products will now be produced and marketed by the latter.

A number of du Pont's manufacturing and technical employees have transferred to Rhodia to carry on production of the line.

Old Empire Mfg. Co. Takes Over W. F. Zimmerman Business

The business of W. F. Zimmerman, Inc. has been discontinued. It has been succeeded by W. F. Zimmerman, division of Old Empire Mfg. Chemists, Inc., 865 Mt. Prospect Ave., Newark, N.J. The office will continue at 404 Fourth Ave. New York, LExington 2-9383-4.

John H. Breck, Inc. Announces New Posts of Officers

John H. Breck, Inc. has announced a number of organizational changes.

John H. Breck, Sr., formerly president, is now chairman of the board. Edward J. Breck, formerly vice-president, is now general manager to the president. John H. Breck, Jr., who was formerly treasurer, has been named executive vice-president. Constance Breck, formerly Corporation Clerk, is now Treasurer and Corporation Clerk. Arthur W. Tosh, who was formerly sales director of the drug and department store division, has been appointed vice-president in charge of sales and corporation director.

John H. Breck, Sr., founder and chairman of the board of John H. Breck, Inc., congratulates Edward J. Breck upon his elevation to the firm's presidency. Others, left to right, are: John H. Breck, Jr., executive vice-president, and Constance Breck, treasurer and clerk.

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Technical Abstracts

Peppermint. I. Microdetermination of Oil and Free Menthol in Peppermint Leaves. Tetsuo M tsui, Hiromi Nakayama, Jo Tanaka, and Hideaki Fujiwara (Kyoto Univ.). J. Agr. Chem. Soc. Japan 24, 82-8 (1950).—An app. is described with specifications, which is a modification of that by Kariyone and Takahashi (C.A. 24, 3605), to be used in the microdetn. of peppermint oil and menthol in 1 sample. Oil content of peppermint plant is estd. in this app. by measuring the vol. of oil distd. with water from 10 to 15 g. air-dried peppermint leaves. The distd. oil is dild. to 5 cc. with xylene, and 1.5 cc. of the soln. is acetylated by the use of 2 cc. of an acetylating mixt. (a mixt. of Ac_2O, pyridine, and xylene in a vol. ratio of 1:1:10) in a special sealed acetylating tube heated in a satd. $NaNO_2$ soln. at 120° for 1 hr. After acetylation is complete, the remaining Ac_2O, after hydrolysis to give AcOH, is titrated with 0.1 N NaOH soln., phenolphthalein being used as an indicator. Free menthol content is calcd. from this and control values. The error in this detn. is within ±0.5%.*C.A., 47,* 3, 1939, 1953.

Bath and Boudoir Oils. S. L. Corvi. SPAN. 195,552, Mar. 5, 1951. A coloring agent in suspension, such as fluorscein, is added to any sulfonated oil, such as sulforicinoleate. To this preparation is added a sufficient amount of the essence of perfume desired. (*C.A. 47,* 6100).

Casual Skin Lipide Levels in Individuals of Various Ages. Kurt Iversen, Aage Videbosek, and John Esben Kirk (Washington Univ. School of Med., St. Louis, Mo.). J. *Gerontol. 8,* 312-17 (1953).—Studies were made of the casual skin lipide level in the region of the forehead and back of the hand on 72 men and 72 women between 13 and 90 yrs. of age. The studies were conducted during the summer and winter seasons. The mean lipide value on the forehead was 0.239 mg./sq. cm. in men and 0.205 mg./sq. cm. in women. The corresponding levels in the back of the hand were 0.072 and 0.080, resp. No correlation occurred between age and lipide levels on the forehead. The concn. on the back of the hand in young women was higher than in young men and in middle-aged and old women, probably reflecting a more widespread use of hand creams by young women. Theresa McKee.

Synthetic Detergents and Skin Resistance. Geoffrey Hodgson (United Cardiff Hospitals, Cardiff, Eng.). *J. Detergents* No. 3 8-16 (1953). The functions and anatomical structure of the skin are described, together with the process of eczematous inflammation. Natural skin defense to damage includes its mechanical and physicochemical cell properties, the sebaceous secretion and sweat, and special defense against penetration. Constitutional factors weaken these. Domestic working and cleaning cause damage by breakdown in such defenses; synthetic detergents chiefly cause damage by penetration. The clinical effects of synthetic detergents are illustrated by clinical cases.

Comparison of Effects of Soaps and Synthetic Detergents on Hands of Housewives. Sture A. M. Johnson, Roy L. Kile, D. J. Kooyman, H. S. Whitehouse and J. S. Brod. *Arch. Derm. Syphidol. 68,* 643-50 (1953). A procedure for determining the relative condition of the skin of house-

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wives' hands after using different detergents for regular household washing operations is described. It is based on gross and microscopic examination of the subjects' hands and lower arms before and after two weeks' use of the test products. Data are presented which are typical of those obtained in more than a dozen tests of this kind. Among the products for which test data are given, fine-fabric soap was associated with the best general skin condition of the hands. An all-purpose synthetic detergent and one all-purpose soap were found to be similar in this respect and next best, and both were somewhat better than a second all-purpose soap. In no case was the difference between products large. The incidence of dermatitis among the more than 5,000 housewives who participated in tests of this kind was about 1 in 1,000.

The Surface Viscosity of Detergent Solutions as a Factor in Foam Stability. A. G. Brown, William C. Thuman and J. W. McBain (Stanford Research Institute, Stanford, Calif.). *J. Colloid Sci. 8,* 491-507 (1953). A rotational viscometer, capable of providing rheological data for surface films on solutions of surface active agents, has been developed. Surface viscosity data have been obtained with a group of detergents and detergent mixtures specially selected to illustrate the role of surface viscosity in the stability of the foams obtained from the solutions by beating. Foams of highest stability appear to be produced from solutions showing appreciable surface viscosity; solutions yielding foams of very poor stability show very low surface viscosity.

New bacteriostat for soap: evaluation of biological and chemical properties of "Actamer" [di-(6-2 : 4-dichloro-1-hydroxyphenyl) sulphide]. R. S. Shumard, D. J. Beaver, and M. C. Hunter (*Soap,* 1953,*29,* No. 1, 34-37, 90.)—Physical and chemical data are given, including tables of solubilities in water, in NaOH solutions, and in 32 org. solvents, v.p., and ionisation constants. The bacteriostatic activities on 21 test organisms and fungistatic activities on 7 organisms are given. Acute and cumulative oral toxicities are low, irritation and sensitisation tests on 200 humans are very favourable, and skin substantivity is high as is illustrated graphically by means of bacterial count data on hands washed during 3 weeks in soaps containing 1% and 2% Actamer. The compound is claimed to be a unique bacteriostatic agent eminently suitable for use in personal hygiene preparations. G. Helms. Through *Brit. Chem. Abs.*

Detection of additives in vegetable waxes: use of instrumental analysis. C. J. Marsel. C. S. Treacy, H. Brenner, and F. De Long (*Soap,* 1952, *28,* No. 11, 127-131).—As part of an investigation designed to evolve analytical techniques for detecting carnauba wax adulteration, data have been obtained showing that refractive index (*n*) will indicate the presence of synthetic resins particularly if the *n* is measured on the $CHCl_3$-extracted material which will contain the adulterant in greater concentration than the original wax. G. Helms. Through *Brit. Chem. Abs.*

Essential oil of a physiological form of *Eucalyptus citriodora* **Hook.** A. R. Penfold, F. R. Morrison, J. L. Willis, H. H. G. McKern, and M. C. Spies (*J. roy. Soc. N.S.W.,* 1952, *85,* 120-122).—Citronellal is replaced in the new form of the above plant by an equivalent amount of citronellol and its esters. The yields and physical properties of oils from eight trees are tabulated. Analysis of one of the oils shows citronellal and citronellol to be present. AcOH and citronellic acid are also detected after hydrolysis; no $H{\cdot}CO_2H$, $Pr{\cdot}CO_2H$, or $Bu{\cdot}CO_2H$ was detected. R. J. Bridgwater. Through *Brit. Chem. Abs.*

Essential oils in harvested herbs. F. H. L. van Os (*Pharm. Weekbl.,* 1952, *87,* 695-698).—The hypothesis that herbs still contain essential oils after harvesting has been tested gravimetrically with *Mentha crispa* and *Ocimum basilicum* by the distillation in unsaturated water vapour at 120°. No differences in the essential oil content were found after several days following harvesting. W. J. Wright. Through *Brit. Chem. Abs.*

Detergency and foaming properties of system alkylarylsulphonate—soap—sodium carboxymethylcellulose. T. H. Vaughn, H. R. Suter, and M. G. Kramer (*J. Amer. Oil Chem. Soc.,* 1953, 30, 1-5).—Compositions of approx. 5 : 1 soap (me-

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Egg oil. F. J. Bandelin and J. V. Tuschhoff (*J. Amer. pharm. Ass., Pract. Pharm. Ed.*, 1953, *14*, 106-107, 120).—Egg oil (I) (*d* 0.95, *n* 1·479) is prepared by the solvent-extraction process and retains all the emulsifying properties of egg yolk, whilst not being liable to deterioration. I is sol. in most common org. solvents, mineral and vegetable oils, and readily forms an emulsion with H_2O. Used in ointment bases, it confers hydrophilic properties, supersedes lanolin in working properties, lack of tackyness and stiffness, and is compatible with a wide range of dermatological drugs. D. E. Blenford. Through *Brit. Chem. Abs.*

Cellulose ethers and *poly*ethylene glycol stearates in suspending agents. M. H. Jaggard and L. C. Zopf (*J. Amer. pharm. Ass., Pract. Pharm. Ed.*, 1953, *14*, 218-220 244).—A study of comparative effectiveness of various synthetic suspending agents, *e.g.*, Me cellulose and *poly*ethylene glycol mono- and di-stearate, as against tragacanth gum, in particular with 10% ZnO and S in both H_2O and H_2O-EtOH (50:50) solutions. D. E. Blenford. Through *Brit Chem. Abs.*

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Canada Cuts Excise Taxes on Toiletries to 10 Per Cent

Canadian excise taxes on toiletries have been reduced from 15 per cent to 10 per cent, Finance Minister D. C. Abbott has announced in his Federal Budget for the 1954-55 fiscal year.

Skunk Odor Traps Juvenile Delinquents

How skunk odor may be used to trap juvenile delinquents was demonstrated recently by Sparhawk, Sparkill, N.Y., animal odor producers. As related by Charles V. Sparhawk, the firm houses separately two colonies of skunks, one descented, for display and exhibition purposes, the other normal, for obtaining serum. The latter are kept apart, with signs for the public to avoid disturbing them.

Recently, boys entered the place where the descented skunks were housed, and released gates and opened doors, so that some escaped. Police refused to follow up a formal complaint, claiming that proof was lacking and that witnesses were needed.

Sparhawk decided to provide the proof and to let the culprits be their own witnesses. The colonies were switched; the normal specimens were placed in cages where the domesticated ones had been. When the boys came around again, the skunks provided the evidence.

In fact, the evidence was so self-evident, that parents of some of the boys complained to the police, the same office where Mr. Sparhawk had sent his notice. The firm's answer was: "All the boys we accused had denied having anything to do with the escapade. The police had refused to do anything, so we let nature take its course!"

The firm, which makes an article called "Skunkadora," to remove instantly all trace of skunk, either on persons or buildings, refused to give the product to the youngsters, even though the judge requested it so that the complainants might be placated. And the firm declined to sell the product to their parents.

Since no outsider knows which cage houses the regular and which the descented skunks, they have recently been left alone.

Wildroot Ltd. Builds $150,000 Ft. Erie, Ont., Plant

Wildroot Ltd., has awarded a $150,000 contract for a modern new plant at Ft. Erie, Ont., Canada, on property acquired from the New York Central Railroad. Work is to begin at once and is expected to be completed August 1.

National Assn. of Variety Stores Schedules Trade Shows

The National Assn. of Variety Stores, Inc., Merchandise Mart, Chicago, will hold five separate trade shows, serving five major marketing areas, and featuring 5 cent to $5 merchandise including variety goods, gifts, housewares, novelties, jewelry, toys, soft goods, etc.

A three day show for the southwest will be held in Dallas Texas, starting July 11; in the South-East territory, a three day show will start in Atlanta, Ga., on August 15; for the Central States, a new show will open on August 8 in St. Louis, Mo., while, in the mid-South, the Charlotte, N.C., show, also a three day event, will open July 25, to coincide with the Charlotte Gift Show. The Chicago show is a five day event, starting August 1.

Leeben Chemical Co. Moves to New and Larger Quarters

In order to keep pace with its growing volume of business Leeben Chemical Co. Inc. has moved from 389 Washington St., New York, N.Y. to new and larger quarters at 140 West Broadway, New York. The new quarters are twice as large as the old quarters and include under one roof the offices, laboratory and plant. The telephone number is WOrth 2-4355.

Leeben Chemical Co. is one of the pioneer color companies specializing in D & C and Ext. D & C colors for cosmetics, perfumes and soaps and F D & C certified food colors for flavoring extracts, flavors and food products; and under the direction of R. T. Benjamin, president, it has enjoyed such a steady and wholesome growth over the years that new quarters were imperative. The company acquired the Interstate Color Co. several years ago which it now operates as a division.

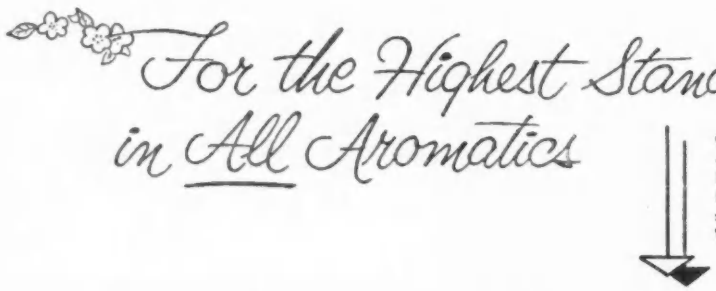
New Members of American Society of Perfumers

The following were elected members of the American Society of Perfumers at its regular quarterly business meeting April 21: Elias Y. Balensuela, Felton Chemical Co. Inc., John Hancock, Dow Chemical Co., William B. Ringwood, Van Dyk & Co. Inc., and Walter A. Roy, Lever Brothers Co.

Plans were laid for the annual Ladies Night to be held in June.

Lancome Sales Inc. in New Fifth Avenue Quarters

Lancome Sales Inc. will occupy new office and showroom quarters at 720 Fifth Avenue, New York, about June 1. The telephone number is Circle 7-2261.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Fritzsche Fete Honors Former President F. H. Leonhardt

Over four hundred associates and guests attended a dinner-dance held at the Waldorf-Astoria's Starlight Roof on Saturday evening, April 17th, in honor of F. H. Leonhardt, chairman of the board and past president of Fritzsche Brothers, Inc., on the occasion of his sixtieth anniversary with the firm. In addition to the executives and employes from both the main office and the Clifton plant, those attending included the sales representatives and all 10-year employes from the company's nine U. S. branch offices and from its Canadian affiliate and Mexican agency. Many of the guests and most of the representatives were accompanied by their wives who were attending the celebration at the company's invitation.

President John H. Montgomery presented Mr. Leonhardt with an oil painting of the latter done by Artist Louise Altson, an anniversary gift from all employes. Mr. Montgomery drew attention to the fact that Mr. Leonhardt's 60th anniversary was unique in that he was the only one in Fritzsche Brothers who had ever attained that distinction, also that he, alone, could hold that distinction indefinitely because of his generosity in providing a retirement plan for everyone in Fritzsche Brothers, except himself, which practically insured that no one would ever work with the firm that long again. Mr. Montgomery also read several congratulatory messages that had been received just before the ceremonies began. One was a warm message from Schimmel & Company, the Leipzig chemical firm that gave Mr. Leonhardt his first job prior to joining Fritzsche Brothers in 1891. Another was from the Council of the Community Church of Douglaston in which they acknowledged his stimulating "vision, foresight, leadership and generosity."

Vice-presidents H. P. Wesemann, Dr. Ernest Guenther and Joseph A. Huisking spoke in that order, and each recalled their long and pleasant associations with Mr. Leonhardt.

Besides the speakers and Mr. and Mrs. Leonhardt, those occupying the dais included Mrs. Huisking, Mrs. Flipse, Mrs. Montgomery, Mr. and Mrs. John L. Cassullo and Mr. Fred. Leonhardt, Jr.

As the last course was being served, Jim McNamara, retired dean of the sales staff, was called upon to speak as was Charles Schneider, next oldest representative in point of service, who presented Mr. Leonhardt, on behalf of the firm's salesmen, with a gold framed, beautifully engrossed testimonial surrounded by the pictures of all 27 active men.

As a gift from Mr. Leonhardt, every person present received a gold-banded Schaeffer pen and pencil set of the very latest design. Each guest also received a handsomely bound booklet containing a reproduction of the portrait presented to Mr. Leonhardt and a brief biographical sketch of his business career. Compiled and published without the prior knowledge or sanction of the subject involved, it constituted one of the few features of the gala evening's program of which the honored guest was entirely unaware.

There was dancing between courses and for hours following the dinner.

John H. Montgomery, president of Fritzsche Brothers, Inc., makes presentation of oil painting portrait of Frederick H. Leonhardt, chairman of the board, as a gift from all of the employes on the occasion of the latter's 60th anniversary with long-established essential oil company.

N.Y. Pharmaceutical Council Schedules Drug, Cosmetic Show

The seventh annual Drug, Cosmetic and Sundry Show, sponsored by the Pharmaceutical Council of Greater New York, will be held September 19 at the Hotel McAlpin, New York.

Combating Advertising Frauds Subject of ADACIOM Lecture

"Combating Advertising Frauds" was the subject of Harry W. Riehl, speaker at the May 12 luncheon of the Associated Drug and Chemical Industries of Missouri at the Lenox Hotel in St. Louis. Mr. Riehl, president and general manager of the Better Business Bureau of St. Louis, and former president of the National Assn. of Better Business Bureaus, explained how modern business institutions are subjecting themselves to strict selling censorship to protect consumer confidence in advertising and business.

N.B.B.M.A. to Convene August 21 in Chicago

The National Beauty and Barber Mfrs. Assn. will hold its 13th annual convention on Saturday, August 21, in the Conrad Hilton Hotel, Chicago, immediately preceding the Beauty and Barber Supply Institute's 1954 convention and trade show.

Frank J. Schaider, John H. Breck, Inc., has been appointed chairman of the 1954 convention committee.

Charles E. Crowley Awarded Unico Gold Medal

Charles E. Crowley, president of the Alsop Engineering Corp., has

Charles E. Crowley

been chosen as the recipient of the annual gold medal award of the Southington (Conn.) Unico Club in recognition of his civic services.

Mr. Crowley is one of the most colorful men in the industry and has had an interesting career. He was born in London and educated in England. His first business experience as a young man was on a chicken farm. He then sold books and maps from door to door for Geographia Ltd. of London. In 1914 he enlisted in the infantry and was wounded three times during World War I. In 1916 he entered the Royal Flying Corps and was engaged in flying between England and France until 1918. After being mustered out he resumed his work for Geographia Ltd. for whom he made a seven year trip around the world. He then went to Nevada where his brother operated a sulfur mine. After a year of this work he joined the then small Alsop Engineering Co. in New York in 1922. The company thrived under his direction as sales manager. In 1936 the company moved to Milldale, Conn. and when the founder, Samuel Alsop, died in 1949 he was elected president of the company. Prior to that he had been treasurer and a director. In 1938 he was elected a member of the National Exchange Club and he is also a member of numerous other civic and business associations.

Mr. Crowley was married to Miss Aida Edith Perritt of London in 1919. They have two sons: Arthur of La Porte, Ind. and Charles E. Crowley Jr. a senior in Yale University; and three grandchildren.

Michigan Group Hears Report on Progress of Cancer Control

Dr. Harry M. Nelson, Chief Gynecologist at Women's Hospital, vice-president of the Southeastern Michigan Cancer Society, and former national president of the American Cancer Society, reported on progress in the control of cancer at a meeting of The Chemical and Allied Industries Assn. of Michigan on April 26 at the Leland Hotel, Detroit.

C.I.B.S. Golf Match Planned for June 15

The Cosmetic Industry Buyers & Suppliers Assn. will hold a golf match on June 15 at the Montclair Country Club, Montclair, N.J., and one on September 16 at the Brookville Country Club, Glen Cove, L.I., N.Y.

An annual Christmas dinner dance will replace the former annual cocktail party and dance; it will be held on December 11.

Henry Gladstone, who for the past 18 years has been one of WOR-Mutual Radio Station's newscasters, addressed a recent C.I.B.S. luncheon at New York's Toots Shor's Restaraunt.

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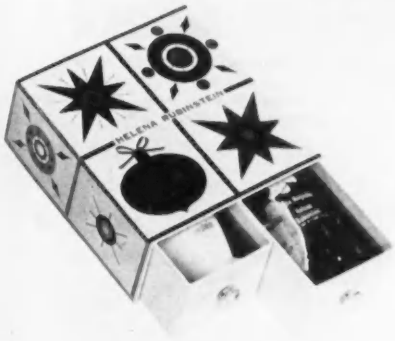
Eight Toiletry Boxes Win

First award in cosmetics went to the Helena Rubinstein gift box (below) manufactured by George H. Snyder, Inc. "Constructed unlike the 'usual,' this box is decorated in an exotic design. The two pull drawers housing the cosmetic bottles slide into a deep shell covered in white paper printed with metallic inks. Beautiful varied tones and pure colors used in the printing create an aesthetic reaction to the package and the product."



EIGHT cosmetic and soap boxes were cited in the fourth annual Set-Up Paper Box Competition sponsored by the National Paper Box Mfrs. Assn.

The winning boxes were selected on the basis of such qualities as protection of product, appropriateness of the package, display value, brand identification, convenience in packing and inspection by customer and sales appeal. The entries were also judged for best surface design and execution, superiority of construction, and best display.

Entries were exhibited and prize winners were announced at the 36th annual convention of the association, May 16-19, at the Drake Hotel in Chicago. The boxes will also be exhibited at the divisional meetings of the National, including the Pacific coast conference next month.

Photos and descriptions of toiletry winners appear on this page.

Helena Rubinstein's cosmetics box (left) made by George H. Snyder, Inc., received first award for best surface design and execution. It has a blue wrap with art work on label, a platform, with tray inserts, built into the base, and a lid which telescopes over an open-front neck.

Lucien Lelong's perfume display box (right) won first award for superiority of construction. Foil-covered backdrop carries partitioned window-box inserts, which close around the pedestal, and the unit slips into a protecting shell. The manufacturer is W. C. Ritchie & Co.

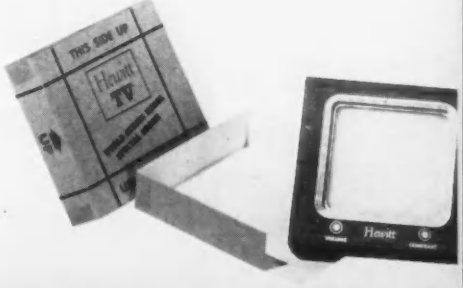
Barbara Gould's Nocturne box (left) by Newark Paper Box Co. won second award in the cosmetics class. It contrasts bright gold foil and lustrous black patent leather paper. "Though unlidded, there is a feeling of complete packaging."

Avon Products' Spring Creation box (right) by F. N. Burt Co., Inc. won honorable mention in the cosmetics class. The oval box has a yellow interior, green exterior. Covered with gauze net, a die-cut platform with tray holds the contents.

Men's toiletry box (left) made for Colgate-Palmolive Co. by Niagara Box Co. won honorable mention in cosmetics.

Hewitt Soap Co.'s T. V. Soap Box (right), made by The Central Carton Co., won honorable mention in soap. It has cellophane screen, control knobs, "shipping crate."

Colgate-Palmolive Co.'s Jasmin Soap gift box (below) scored first award in the soap and honorable mention in the best transparent box categories. "The transparent box slides into a gold foil wrapped tray to provide a rich setting for three cakes of quality soap. A dignified white outer box with gold embossed lettering created the gift appearance and . . . protects the display package and contents." Maker: Newark Paper Box Co.



500 Attend Fragrance Foundation's Chicago Seminars

Nearly 500 retail personnel attended recent, four-day Perfume and Fragrance Seminars which The Fragrance Foundation held in the Boulevard Room of the Sheraton Hotel in Chicago. All types of stores were represented at the six sessions, including department and specialty stores as well as independent and chain drug stores.

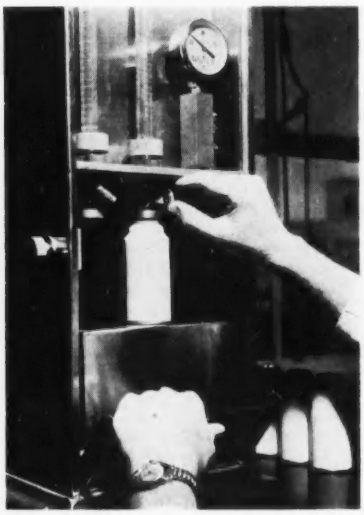
Each session, which was complete in itself, was divided into two parts: the first half was conducted by a perfume expert from New York, who gave the background of perfume and how it is made, using slides and a blown-up perfume formula as visual aids; after a fifteen minute recess during which refreshments were served, Miriam Gibson French, Executive Director of The Fragrance Foundation, gave tips on how to sell fragrance, and showed the Foundation's six-minute color film, "Fragrance for Living . . . and Giving." Question and answer periods followed each speaker's talk. The expert for the Monday and Tuesday sessions was Arnold L. van Ameringen, president of van Ameringen-Haebler, Inc.; Frederick E. Shoninger, president of Antoine Chiris, spoke at the Wednesday and Thursday sessions.

At the end of each session, every member of the audience was given a gift box of ten purse-size bottles of name perfumes which were coded. Each person was requested to send in to the Foundation his or her identifications of the perfumes. To those who have seven or more correctly identified, the Foundation will award a Certificate of Merit made out in the person's name and signed by the president of The Fragrance Fountion.

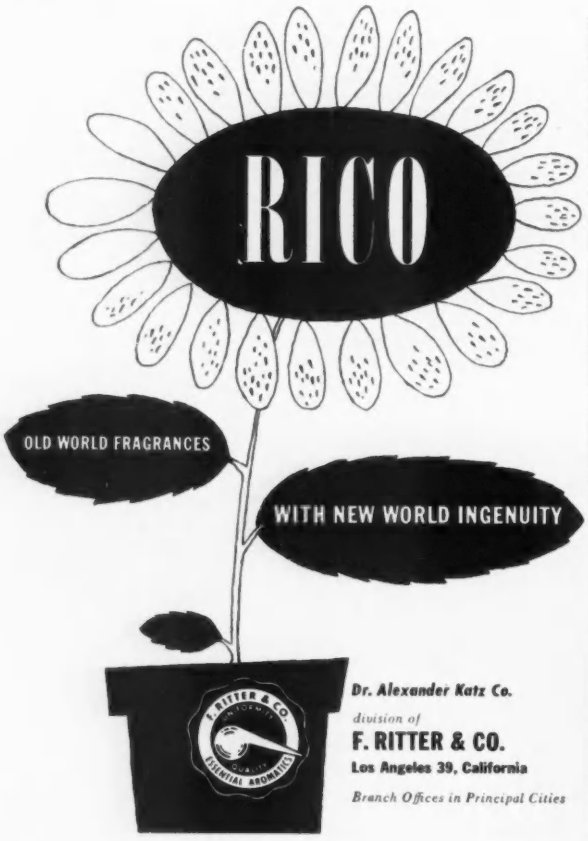
During the week that the Seminars were being held, consumers in Chicago and its suburbs were being educated on fragrance through publicity in newspapers, radio and television.

D&O Establishes Laboratory to Test and Fill Aerosols

Increased use of aerosols in packaging has led D&O to construct a new laboratory, completely equipped for the filling and testing of aerosol packages. Some of the problems it will deal with are solubility, leakage, corrosion, compatibility, and shelf life. Both an aerosol pressure filling system and a cold filling system have been installed, the pressure filling system for foam products, such as shave creams, shampoos, hand lotions, etc., the cold system for insecticides, room deodorants, colognes, hair lacquers and antiperspirants.



A shave cream aerosol goes through the pressure filling process at the new D&O aerosol laboratory. All foam products must utilize this manner of filling.



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A special water bath for testing finished cans for leakage after sealing has also been installed, and maintains a temperature of 130°. Cans that pass the water test are then placed in a Corrosion Box, a specially built cabinet capable of maintaining a desired uniform temperature over a pre-determined period of time. This step is designed to test the compatibility of the finished aerosol product with can components, such as walls, nozzle, etc., and to determine, if any, the amount of corrosion or clogging. After removal, cans are cut apart and examined minutely for evidence of incompatibility. Finished aerosol products, that have successfully passed all required tests are forwarded to the manufacturer in either a 6 or 12 oz. can, with specially designed D&O label.

Lady Esther Cosmetics to Be Sold, Made in Mexico

Plans for the manufacture and sale of Lady Esther cosmetic products in Mexico have been announced by Harris McLaughlin, president of Zonite Corp., Inc., and Dr. Joseph Schulz, president of the Lady Esther Division of Zonite.

Addition of the Mexico City facilities provides Lady Esther with its third manufacturing site, the others being located in Chicago and St. Therese de Blainville, Que., Canada.

To Burn Phila. College of Pharmacy, Science Mortgage

The long-standing mortgage on the Philadelphia College of Pharmacy and Science properties will be burned at the spring reunion dinner of alumni on May 22 in the Benjamin Franklin Hotel in Philadelphia.

Above, the convention committee for the T.G.A. 19th annual convention, held on May 11 through 13 at the Waldorf-Astoria Hotel in New York. Standing, left to right, are John Duncan, Hazel Atlas Glass Co.; Lee Simmons, Imco Container Corp.; Chauncey M. Depew, van Ameringen-Haebler, Inc.; John L. Foy, Publicker Alcohol & Chemical Sales Corp.; and Norman Liman, Lord Baltimore Press. Seated left to right are: Frances Kierman, C. H. Forsman Co.; Carolyn Jackson, Hudnut Sales; Kathryn Colton of Morningstar-Nicol, Inc., co-chairman of the committee; Neva Bradley, Daggett & Ramsdell; and Margaret Ryan of Parfums Schiaparelli. Not shown is H. Robert Miller of White Metal Mfg. Corp., the committee's co-chairman.

Dr. Thomas H. Vaughn, left, vice-president for research and development of the Colgate-Palmolive Co. presents check for $12,000 to Dr. Lewis Webster Jones, right, president of the State University of New Jersey, as Dr. Peter A. van der Meulen, head of the Rutgers School of Chemistry, look on. The money will support three two-year graduate fellowships in chemistry. Each will provide $2,000 a year for two years of graduate study and research.

A. L. van Ameringen, president of van Ameringen-Haebler, Inc., and the perfume expert at several sessions of the recent Perfume and Fragrance Seminars in Chicago, Ill., spoke on the background of perfume to representatives of department, drug and specialty stores.

New Chairman for Atkinson of Old Bond Street, London

D. E. Budgett-Meakin has been appointed chairman and managing director of J. & E. Atkinson of Old

D. E. Budgett-Meakin

Bond St., London, England. Mr. Budgett-Meakin has been associated with the Atkinson overseas business since 1935 and has a wide and thorough knowledge of the perfumery and toilet preparations business acquired over a period of 27 years not only in London but in almost every country overseas where there is an important market. He has made several trips to the United States for Atkinson and is well known in the trade. He comes therefore to Atkinson, famous in the fragrance and beauty field since it was founded in 1799, with a fund of experience in all sides of this business which will be extremely valuable.

1954 Business Outlook Subject of ADACIOM Luncheon Address

"The Business Outlook for the Rest of 1954" was the subject of an address by Dr. Carl A. Dauten at the April 14 luncheon meeting of the Associated Drug and Chemical Industries of Missouri at the Lennox Hotel in St. Louis.

Essential Oil Assn. of U.S.A. Annual Golf Outing June 10

The Essential Oil Assn. of the U.S.A. will hold its annual outing and golf tournament on June 10 at the White Beaches Golf Club, Hawworth, N.J. A dinner following the day's events will be at Joe Jefferson's, Saddle River, N.J.

American Aromatics, Inc. Forms Synarome Corp. of America

American Aromatics, Inc. has formed a corporation named Synarome Corp. of America with exclusive sales and distribution rights in the United States and Canada for Synarome products.

American Aromatics, Inc. and Synarome Corp. of America is headed by president Rene H. Bourguet. Both are located at 24 East 21st St., New York 10, N.Y.

Among Our Friends

ERNEST R. SLOAN was recently promoted from assistant plant manager to plant manager of

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SELECTED BOOKLIST

for Perfume, Cosmetic, Soap and Flavor Chemists

1. THE HANDBOOK OF SOLVENTS.

By Leopold Scheflan and Morris Jacobs. The most useful reference work on solvents available today. The properties, uses, action and technology of solvents are covered in this comprehensive handbook. Two major sections: 1. Covers theoretical aspects and practical attributes of solvents such as solvent action, solvent power, evaporation and evaporation rates and limits of inflammability. Discusses in detail solvent recovery, stresses safe practices; 2. The physical constants of over 2,700 liquid compounds are tabulated. Arrangement such that you can compare, at a glance, the so-called literature constants with the commercial constants of each solvent. 728 pp., 7 x 10, 17 illus. $10.25 postpaid.

2. SOAPS AND DETERGENTS.

By E. G. Thomssen, Ph.D. and J. W. McCutcheon, M.A., D.C.I.C. A volume for the practical soap maker. Synthetic detergents thoroughly discussed. Tabulates 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry. Covers continuous soap making processes, soap perfuming and coloring, equipment, processes and methods. Up-to-date, authoritative. 511 pp., 66 illus. $9.25 postpaid.

3. THE FUNDAMENTALS OF DETERGENCY.

By William W. Niven, Jr., Research Chemist & Consultant, Midwest Research Institute. A thorough-going treatment of the theory and practical applications of detergency. Discusses: 1. The effects of composition, concentration, temperature and added electrolytes on the nature and properties of aqueous detergent solutions; 2. The fundamental actions which constitute detergency and the role of detergents in aiding these actions; 3. The means of utilizing the various fundamental detergent actions in laundering (a typical application). 260 pp., illustrated. $6.75 postpaid.

4. MANUAL FOR THE ESSENCE INDUSTRY.

By Erich Walter. Comprises modern methods with formulas for making all kinds of essences for liquors and alcoholic drinks, fruit juices and jams, mineral waters, essences of fruits and other vegetable raw materials, essences for confectionery and pastry. Describes raw materials and laboratory practice. Discusses taste and the transfer of flavor to foods and beverages. A standard work for many years. Contains 427 pages, 37 illustrations. $8.25 postpaid.

5. PERFUMERY SYNTHETICS AND ISOLATES.

By Paul Z. Bedoukian, Ph.D. This carefully compiled volume supplies a genuinely felt want for authoritative data on perfumery synthetics. The work contains the history, chemistry, physical and chemical properties, manufacture, uses, and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. A complete index adds to the value of this useful book. 488 pages, $8.75 postpaid.

6. FORMULARY OF PERFUMERY.

By R. M. Gattefosse. Translated from the French. Contains typical examples of tested formulations and methods of preparation of perfumes and cosmetics. Part I covers synthetic perfumes and 100% compositions. A table of floral families is included with numerous empirical formulas. Part II covers alcoholic perfumes, toilet waters, extracts and various types of perfumes concluding with a formulary of cosmetology with adequate discussion of and formulas for beauty creams, various cosmetic specialties, rouges, lotions, dentifrices, hair products and nail preparations. 252 pages, 6x9 in., cloth covers. $4.25 postpaid.

7. PERFUMES, COSMETICS AND SOAPS.

By William A. Poucher. *Volume* II—*Production, Manufacture and Application of Perfumes of All Types.* Covers in full the methods of production of perfumes, their chemistry, odor analysis, selection for various purposes, and compounding from various materials. Complete monographs explain all the floral perfumes, giving the botanical varieties, the odor classification, the chemical composition, practical suggestions for compounding, and the best ingredients. Additional chapters give many new formulas for fancy perfumes and toilet waters. 426 pp. $10.25 postpaid.

8. MODERN COSMETICOLOGY.

By Ralph G. Harry. Partial contents: Emulsions, Cleansing Creams, Milks and Lotions, Acid Creams, Face Packs and Masks, Mud Creams, Vanishing Creams, Powder Creams, Lubricating Creams, Astringents and Skin Tonics. Lipstick, Make-up. Face Powders. Sunburn and Suntan Preparations. Deodorants. Depilatories. Antioxidants. Bath Preparations. Bath Oils and Emulsions. Foam Baths, Hand Creams and Lotions, Dental Preparations. Mouthwashes. Shaving Preparations. Hair Tonics and Lotions. Hair Creams and Fixatives. Permanent Waving Solutions. Hair Setting Lotions and Hair Lacquers. Hair Shampoos and Soapless Detergents. Manicure Preparations. Eye Lotions. Baby Preparations. Foot Preparations. Insect-Bite Preparations. Humectants. Acne Preparations. Coloring of Cosmetic and Toilet Preparations. 514 pp. $12.25 postpaid.

9. THE ESSENTIAL OILS.

By Ernest Guenther, Ph.D. This monumental six-volume work is comprehensive, authentic. VOL. I. covers: Origin and Development of Essential Oil Industry, Chemistry and Function of Essential Oils in Plant Life, Products of Essential Oils. 448 pp., $7.75 postpaid . . . VOL. II gives detailed data on several hundred of the more important constituents of essential oils. 852 pp. $12.25 postpaid . . . VOL. III describes the oils of plant families Rutaceae (with special emphasis on citrus oils) and Labiate. 777 pp., $12.25 postpaid . . . VOL. IV covers the individual oils in six plant families not covered in Vol. III. 752 pp., $12.25 postpaid . . . VOL. V is of special importance to the flavor chemist. 507 pp., $12.25 postpaid . . . VOL. VI, the final volume, is of interest to the pharmaceutical, flavor, and perfume industries. Features wintergreen, sweet birch, valerian, mustard, onion, hops, etc. Also deals with pine oils and turpentine. Includes table showing the taxonomic classification of all the essential oils described in all six volumes. 481 pp., $12.25 postpaid.

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Charles of the Ritz, Inc., Norwalk, Conn. He replaced Dr. V. CASPAR who officially retired from the post March 1. Prior to joining Charles of the Ritz he was chief chemist for Lorr Labs.

DR. ROBERT FRANKLIN PRINDLE has been appointed director of research, Lehn & Fink Products Corp. He will direct research projects and policies and will administer the research, product development and quality control laboratory.

JOHN H. MONTGOMERY, president of Fritzsche Brothers, Inc., sailed for Europe April 21 on the Constitution for a two-months' visit to Europe. Accompanied by Mrs. Montgomery, the Fritzsche executive and his wife will drive through Italy, France, Switzerland and Germany for a long-planned business and pleasure trip taking in areas responsible for the supply of many of the firm's important raw materials. The couple will land in Naples and return via le Havre late in June.

PHILIP CHALEYER, founder and head of Ph. Chaleyer, Inc. has returned from a month's visit to friends in Paris and his family in Alsace. He also visited Laboratories Louis Bornand, Neuilly, Seine, France, for whom his company is American representative.

LUIS DE HOYOS JR., of Synfleur Scientific Laboratories, Monticello, N.Y., who has won numerous awards for his skill as an angler in Florida waters, added to his honors this year on his recent trip to Florida by winning the fly casting championship in the annual contest of the Miami Rod and Reel Assn.

PIERRE J. COUTIN, formerly vice president of Roure-Dupont Inc., has joined Ph. Chaleyer Inc., and has been elected a director and executive vice president. He will assume his new office as of June 1, according to Philip Chaleyer, president of Ph. Chaleyer Inc. Mr. Coutin is well known throughout the essential oil and its allied industries with which he has been associated for 27 years. He is a vice president of the Essential Oil Assn. and carries with him into his new position the good wishes of a wide circle of friends both here and abroad for his success in his new association.

KEITH PORTER is now with Lever Bros. Co., New York.

Miss Anne Wright

MISS ANNE WRIGHT, executive vice-president and general manager of Christian Dior Perfumes Corp., left on the Ile de France for a month's visit in Paris, where she conferred with Christian Dior and other French officials of the perfume company. She also planned to visit Holland, Belgium, England and Italy.

HARRY J. LEHMAN, president of Wildroot Co., Inc. recently returned to Buffalo, N.Y., from an extensive tour through South America. He reported that Wildroot's sales have been higher every month this year than they were in the same month of 1953, with March sales, for instance, up 13 per cent over those in March a year ago.

Obituary

Claude Perez

Claude Perez, for eleven years on the sales staff of Ungerer & Co., died at his home in Brooklyn April 17 at the age of 60 years. Mr. Perez had been associated with the trade for over 20 years before joining Ungerer & Co. for whom he covered the Connecticut and New York territories. He is survived by his widow, a married daughter Jeanette and a son Robert P. Perez.

Percy A. Broderick

Percy A. Broderick, 67, an officer of Shulton, Inc. died recently of heart disease.

Before Shulton, Inc., was founded by William L. Schultz, Mr. Broderick was associated with him in other business enterprises. In 1939 he joined Shulton and he was secretary to the firm from 1942 until his death.

He is survived by his wife, Mary, a daughter and five sons.

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Market Report

First Quarter Volume High

THE essential oil trade is facing the second quarter of the year with a general feeling of optimism. Easter holiday buying of both oils and aromatic chemicals served to tighten the overall statistical position of the market, and the dislocation of incoming shipments of foreign goods as the result of the recent dock strike served to lift costs of importing merchandise. Goods that had been scheduled to come into New York were diverted to Baltimore, Norfolk, and various other ports.

Trade Awaits Seasonal Spurt

Preparations are getting underway for the coming summer season. Many of the oils that go into the food trade as well as the citrus oil group should come in for a greater amount of activity. Soft drink manufacturers are facing the most active season of the year and a seasonal spurt is anticipated in sales for the account of the disinfectant and insecticide trades.

Export trade has been maintained at a good level. Oil imports into Venezuela in the first eleven months of last year reached 97,853 kilograms. Of the thirteen countries supplying these oils, the four most important were the United States furnishing 62,844 kilograms; Spain, 29,048 kilograms; U. K., 2,697; and France, 2,107.

Anethol prices were lowered slightly with the decline being attributed to a new source of supply. Citral, the ionones, citronellol and eugenol were all very firm and heliotropin moved higher in price for the first time in a long while. The hardening trend in heliotropin was attributed to the firmness in virtually all of the safrol bearing oils.

Floridian orange oil displayed an easier trend, but most other oils in the citrus oil group remained firm. Dealers found little difficulty in obtaining full prices for grapefruit and the supply position in Californian lemon oil promises to remain tight in the face of the approaching heavy consuming season. It is quite possible that once the demand for the beverage trade sets in the downward curve orange prices will level off.

Heavy export purchases over the past several months have left very little wormseed oil in the country, and as a result, the article displayed a generally strong tone over the past month. Other domestic oils such as cedarwood and peppermint were featured by considerable strength.

Lemongrass Oil Strong

Although lemongrass oil lost some ground after reaching a level of $1.50 to $1.65 per pound, the article continued to display much strength with comparatively few offerings coming out of the primary center. All varieties of citronella oil were likewise firm with quotations for the Ceylon oil edging slightly higher.

Oils, petitgrain, and ocotea cymbarum scored gains. The hardening trend in ocotea cymbarum was attributed to an exceedingly tight supply position in Brazil. Based on detailed reports from the primary center, local importers did not appear to hold out much hope for any easing in the situation.

While the demand for refined glycerin proved rather disappointing over the past month, prices for crude edged up slightly in the face of limited offerings. February stocks showed a further increase, rising to 63 million pounds, but there was a growing feeling in trade circles that there would be some leveling off in the supply picture and that by April the statistical position would begin to reflect the limited amount of imported material coming into the market as compared with the early months of last year. France purchased the last lot of an exportable surplus available in the Argentine.

Several chemicals should begin to improve with the approaching summer. Among those articles that should show sales gains are the citrates, benzoates, methyl salicylate, lanolin, and zinc oxide.

The Menthol Outlook

Menthol prices are somewhat above the levels in force earlier in the year, especially on the natural product from Brazil. Synthetic Laevo menthol has also moved upward in keeping with the hardening trend in the natural product but the longer term outlook is still highly clouded. The future outlook, despite reports of a smaller production in Brazil this year and the extremely limited quantities available from Japan, is still regarded as uncertain. The trend of prices largely hinges upon international events particularly with respect to China. China and Japan are the two principal menthol producers of the world. Continued low priced offerings of Chinese menthol in European markets are serving to have an indirect influence upon the market here. Alcohol producers have been able to pick up a few more orders since the late reduction of 3 cents a gallon in prices, but the market generally carries a tone of uncertainty by reason of the continued flow of synthetic material into the market. Trade in vegetable waxes remained quiet.

PRICES IN THE NEW YORK MARKET

ESSENTIAL OILS

Prices per lb. unless otherwise listed.

Almond Bit, FPA per lb.	3.40@	3.80
Sweet True	.55@	.90
Apricot Kernel	.40@	.48
Amyris	1.50@	1.75
Angelica Root	70.00@	110.00
Angelica Seed	58.00@	90.00
Anise, U.S.P.	3.00@	Nom'l
Bay	1.60@	2.10
Bergamot	11.00@	14.00
Artificial	3.00@	4.75
Birchtar, crude	1.80@	2.10
Birchtar, rectified	2.55@	2.85
Bois de Rose	4.00@	4.50
Cajeput U.S.P.	2.45@	3.15
Cajeput (technical)	2.00@	2.25
Calamus	17.00@	25.00
Camphor "White"	.30@	.45
Cananga, native	9.00@	10.15
Rectified	12.60@	13.75
Caraway	2.90@	3.25
Cardamon	48.00@	Nom'l
Cascarilla	35.00@	40.00
Cassia, rectified, U.S.P.	8.00@	Nom'l
Cedar leaf, U.S.P.	2.45@	3.00
Cedar Wood	.65@	.75
Celery	16.00@	20.00
Chamomile Hungarian	180.00@	275.00
Cinnamon—		
Bark	25.75@	50.00
Leaf	1.35@	3.00
Citronella, Ceylon	.75@	.90
Java	.80@	1.00
Java type	.80@	.90
Cloves, from buds	4.00@	4.60
Leaf	1.60@	2.00
Copaiba	2.00@	2.65
Coriander	17.50@	22.00
Croton	3.25@	4.00
Cumin	4.50@	5.00
Dill—		
Weed	4.00@	4.75
Seed, Indian	2.90@	3.40
Erigeron	5.50@	6.85
Eucalyptus—		
80-85%	.90@	1.10
70-75%	.70@	.95
Fennel, Sweet	2.40@	2.85
Garlic (oz.)	8.50@	9.25
Grapefruit	3.15@	3.70
Geranium, Rose Algerian	10.00@	11.75
Bourbon	11.00@	12.50
Turkish	6.50@	7.25
Ginger	12.00@	15.50
Guaiac (Wood)	1.35@	1.75
Hemlock	2.25@	2.85
Jasmin (absolute)	250.00@	425.00
Juniper Berry	2.85@	3.75
Laurel leaf	9.85@	12.60
Lavandin	2.15@	3.00
Lavender, French—		
40-42% ester	6.25@	7.35
30-32% ester	2.75@	4.25
Spike	1.55@	2.00
Lemon, Calif.	7.25@	7.50
Italian	7.00@	9.50
Lemongrass, native	1.40@	1.70
Limes, distilled	5.75@	7.25
Expressed	7.75@	9.50
Linaloe wood	3.65@	4.00
Lovage (oz.)	6.75@	7.40
Mace	3.10@	4.00
Marjoram	2.00@	3.25
Neroli—		
Haitian	75.00@	100.00
French	200.00@	250.00
Nutmeg—		
East Indian	2.90@	3.50
West Indian	2.65@	3.65
Ocotea Cymbarum	.90@	1.10
Olibanum	5.90@	7.00
Opopanax	30.00@	38.00
Orange, Florida	.65@	.85
Italian	3.90@	6.00
Calif., exp.	.85@	1.25
Distilled	.80@	—
Origanum	2.00@	2.75
Orris Root, concrete (oz.)	6.50@	8.75
Concrete, extra	12.00@	15.00
Patchouli	7.65@	9.75
Pennyroyal, European	1.75@	2.40
Peppermint natural	6.00@	6.10
Redistilled	6.40@	6.55
Petitgrain	3.25@	4.00
Pimento, Berry	4.50@	5.25
Leaf	2.45@	3.00
Pinus Sylvestris	2.85@	3.50
Pumilio	3.60@	4.80
Rose, Bulgaria (oz.)	60.00@	80.00
Synthetic, lb.	30.00@	35.00
Rosemary, Spanish	.65@	.95
Sage—		
Spanish	.90@	1.25
Dalmatian	7.00@	8.15
Sandalwood, N. F.	9.25@	10.00
Sassafras—		
Artificial	.85@	1.25
Snake root	30.00@	32.50
Spearmint	6.00@	6.55
Spruce	2.40@	2.75
Sweet birch Southern	2.65@	3.40
Northern	4.50@	8.00
Tansy	8.00@	8.90
Thyme, red	1.75@	2.50

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Vetivert—		
Bourbon	15.25@	18.00
Haitian	14.00@	16.50
Java	23.00@	31.50
Wintergreen, Southern	3.40@	15.00
Northern	7.25@	14.00
Wormseed	6.80@	7.50
Wormwood	5.75@	6.40
Ylang Ylang, Bourbon	17.00@	32.50
Haitian	12.85@	Nom'l

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Bay	3.25@	3.65
Bergamot	21.00@	29.00
Grapefruit	85.00@	95.00
Lavender	10.00@	14.25
Lemon	65.00@	70.00
Lime, ex.	80.00@	90.00
Distilled	55.00@	62.00
Orange sweet	80.00@	115.00
Peppermint	12.85@	13.65
Petitgrain	5.50@	6.50
Spearmint	11.75@	14.25

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Acetaldehyde 50%	2.15@	2.50
Acetophenone	1.40@	1.80
Alcohol C 8	1.95@	2.25
C 9	12.50@	13.00
C 10	2.00@	2.30
C 11	13.85@	14.50
C 12	2.75@	3.50
Aldehyde C 8	9.00@	11.00
C 9	16.00@	17.10
C 10	7.00@	7.60
C 11	19.00@	21.00
C 12	15.00@	16.00
C 14 (Peach so-called)	6.85@	7.50
C 16 (Strawberry so-called)	5.85@	6.20
Amyl Acetate	.55@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde	1.95@	2.25
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	.90@	1.00
Amyl Valerinate	1.95@	2.40
Anethol	1.20@	1.35
Anisic Aldehyde	2.15@	2.65
Anisyl Acetate	6.00@	6.75
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.75@	.90
Benzyl Benzoate	.80@	1.00
Benzyl Butyrate	1.75@	2.00
Benzyl Cinnamate	3.70@	4.00
Benzyl Formate	1.85@	2.25
Benzophenone	1.50@	2.00
Benzyl-isoeugenol	9.00@	10.25
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.80@	2.25
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.50@	6.25
Butyl Acetate, normal	.14¾@	.15½
Cinnamic Alcohol	2.50@	3.25
Cinnamic Aldehyde	1.20@	1.40
Cinnamyl Acetate	3.65@	4.00
Citral, C. P.	3.85@	4.25
Citronellol	2.50@	2.85
Citronellyl Acetate	3.00@	3.30
Citronellyl Butyrate	5.80@	6.15
Cuminic Aldehyde	3.25@	4.10
Cyclonol	2.85@	3.15
Diethylphthalate	.45@	.51
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.30
Diphenyl Oxide	.60@	.75
Ethyl Acetate	.30@	.35
Ethyl Benzoate	.85@	.90
Ethyl Butyrate	.85@	.95
Ethyl Capronate	2.40@	2.85
Ethyl Cinnamate	3.25@	3.65
Ethyl Formate	.70@	.80
Ethyl Phenylacetate	1.20@	1.35
Ethyl Propionate	.90@	1.00
Ethyl Salicylate	2.20@	2.50
Ethyl Vanillin	6.75@	7.30
Eucalyptol	1.60@	1.80
Eugenol	2.50@	3.25
Geraniol—		
Standard	.75@	1.90
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Geranyl Acetate	1.75@	2.35
Geranyl Butyrate	4.35@	4.85
Geranyl Formate	4.50@	4.95
Geranyl iso-valerate	7.75@	8.30
Guaiac Wood Acetate	4.65@	5.00
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Hydrotropic Aldehyde	5.90@	6.35
Hydoxycitronellal	5.25@	6.00
Indol, C. P.	17.75@	19.50
Ionones—		
Alpha	4.20@	7.75
Beta	4.85@	10.00
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	.85@	1.50
Iso-butyl Benzoate	1.65@	1.85
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.10@	4.85
Iso-safrol	2.10@	2.80
Linalool	5.90@	6.25
Linalyl, Acetate 92%	6.00@	6.75
70%	4.80@	6.00
95%	5.00@	5.70
Linalyl Formate	11.90@	12.85
Linalyl Propionate	13.50@	14.60
Menthol—		
Brazilian	5.25@	5.30
Japanese	13.00@	Nom'l
Synthetic, racemic	4.95@	5.10
Laevo	5.20@	5.25
Methyl Anthranilate	2.40@	2.65
Methyl Anthranilate extra	2.75@	3.10
Methyl Benzoate	.60@	1.00
Methyl Cinnamate	1.65@	2.00
Methyl Heptenone	5.20@	5.85
Methyl Heptine Carbonate	35.00@	40.00
Methyl Naphthyl Ketone	4.00@	4.50
Methyl Phenylacetate	1.10@	1.75
Methyl Salicylate	.58@	.65
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KOMMON SCENTS!

It is relieving to know that Hollywood's Academy Awards won't trouble the movie-goer for another year. Next to figuring out whether death can be more beautiful by A-Bomb or H-Bomb, few things are more provocative than who will win an Academy Award.

•

Ever since Hollywood tried convincing the public that a poor movie looks better on a bigger screen, we've been impressed by the ironic choice of the Best Feminine Star: Audrey Hepburn. Even with a big screen the talented Miss Hepburn continues to look tiny.

•

The choice of Frank Sinatra was a heartwarming thing. His role of "Maggio" in "From Here to Eternity" was the most realistic thing we've seen since James T. Farrell made the naughty words written on backfences into a best selling "Studs Lonigan."

•

And picking William Holden for his work in "Stalag 17" was Hollywood at its typical best. "To be sure," explained his supporters, "others may have done better in 1954. But remember his work in 'Sunset Boulevard' a few years back." Which leads one to expect an Academy Award next season for Henry B. Walthall, for his work some time ago in "Birth Of A Nation."

•

Naturally, Walt Disney got his share of honors. The man who made children scream louder than women at a glorified mouse did well with his documentaries. It's no more than fair that Hollywood's most consistent Academy Award winner should be one whose foundation is in fantasy.

•

Big disappointment at our house was the failure of Leslie Caron to win an "Oscar" for her work in "Lili." Having seen the picture six times, it was our feeling she did more to cement Franco-American relationships than anybody since Lafayette.

•

It must have been a bone in the throat of movie makers to have to resort to competitive Television for broadcast of the Awards. Something like Macy's asking Gimbel's about prices.

•

Unfortunately, the Cosmetic Industry was not completely impressed by the Academy Awards. As one manufacturer put it: "I've got a customer who's a better actor than anything in Hollywood has to offer. You should see this bum get dramatic when he ships me returns!"

George Fiedler

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Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether	2.10@	2.75
Paracresyl Phenylacetate	4.60@	5.20
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	1.60@	1.95
Phenylethyl Alcohol	1.60@	1.90
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate	5.50@	6.00
Phenylpropyl Acetate	3.30@	3.85
Phenylpropyl Alcohol	2.50@	3.00
Safrol	1.10@	1.40
Scatol (oz.)	2.75@	3.25
Styrolyl Acetate	1.65@	2.25
Thymol, crystals	2.85@	3.25
Vanillin, eugenol	6.50@	7.25
(Guaiacol)	3.00@	3.25
Lignin	3.00@	3.25
Vetiver Acetate	40.00@	45.00
Violet Ketone Alpha	7.90@	8.40
Yara Yara (Methyl ether)	2.20@	2.70
BEANS		
Vanilla beans—		
Bourbon	9.50@	Nom'l
Mexican, cut	9.00@	Nom'l
Mexican, whole	9.75@	Nom'l
Tahati	9.50@	Nom'l
Tonka Beans Surinam	1.05@	1.30
Angostura	1.65@	1.80
SUNDRIES AND DRUGS		
Acetone	.10¼@	.14
Ambergris, ounce	8.00@	16.50
Balsam, Copaiba	.90@	1.10
Canada fir, gal.	33.00@	35.00
Peru	1.40@	1.65
Beeswax, bleached, pure U. S. P.	.71@	.73
Yellow, refined	.60@	.65
Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton	67.25@	91.75
Boric Acid pwd. U. S. P., ton	129.25@	153.75
Calcium, Phosphate	.07¾@	.08¼
Phosphate, tri-basic	.07⅝@	.08
Camphor, pwd., domestic	.54@	.56
Castoreum, nat., cans	5.25@	20.00
Cetyl, Alcohol, extra	.80@	1.15
Chalk, precip. bags, clts	.02⅞@	.03
Cherry Laurel Water, jug, gal.	1.25@	Nom'l
Citric Acid Anhydrous	.28¾@	.31¼
Civet, ounce	9.00@	13.85
Cocoa butter	1.06@	1.08
Cyclohexanol (Hexalin)	.34½@	.35
Fuller's Earth Mines ton	27.00@	30.00
Glycerin, C. P.	.29½@	.30
Soap Lye, crude	.19@	.20
Gum Arabic, white pwd.	.40@	.45
Amber	.19@	.20½
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.30@	.38
Gum Galbanum	1.25@	1.50
Gum karaya, pwd.	.22@	.34
Gum Myrrh	.35@	.40
Henna, pwd.	.25@	.26
Kaolin	.05@	.07
Labdanum	1.00@	1.85
Lanolin, cosmetic	.33@	.35
Anhydrous	.30@	.32
Magnesium, carbonate	.11¼@	.14
Stearate	.38@	.43
Musk, ounce	65.00@	Nom'l
Olibanum, tears	.20@	.25
Siftings	.16@	.18
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.28@	.45
Paraffin, fully ref. 122-124	.08⅜@	.08⅝
Peroxide (hydrogen U. S. P.) bbls.	.03¾@	.05
Petrolatum, snow white	.06⅜@	.08⅝
Propyleneglycol—U. S. P., drums	.15¼@	.16¼
Quince Seed	1.85@	2.00
Rice Starch	.16@	.18
Rose Flower, pale	.65@	.90
Rose Water, jug (gal.)	1.25@	1.85
Rosin, (gum) M. per cwt.	8.55@	8.60
Salicylic Acid USP	.48@	.53
Saponin No. 1	2.75@	2.80
Silicate, 40° drums, works, 100 pounds	1.70@	2.30
Sodium Carb. 58% light, 100 pounds,	2.75@	4.52
Hydroxide, 76% solid, 100 pounds	4.80@	4.90
Spermaceti	.29@	.30
Styrax Asiatic	.85@	.98
Tartaric Acid (250 lb. drums)	.37@	.41
Tragacanth, No. 1	2.75@	3.20
Triethanolamine	.26¼@	.27¼
Zinc stearate, U.S.P.	.37@	.42
Oxide, U.S.P.	.16¾@	.17¾
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Coconut, crude, Atlantic ports, tanks	.14¾@	.15
Refined, drums	.24@	.26
Corn, crude, Midwest, mill, tanks	.14¾@	.15¼
Corn Oil, refined, tanks	.18@	.18½
Cottonseed, crude tanks	.14¼@	.14⅜
Lard, Chicago	.20¼@	.20½
Lard, Oil, common, No. 1 drums	.13½@	.14
Olive, edible (gal.)	2.25@	2.50
Red Oil, single distilled drums	.16@	.17¾
Double distilled	.18½@	.20¼
Stearic Acid Triple Pressed	.16½@	.18¼
Double Pressed	.14¼@	.15
Tallow, acidless, drums	.13½@	.15
Tallow, extra	.07½@	.07¾

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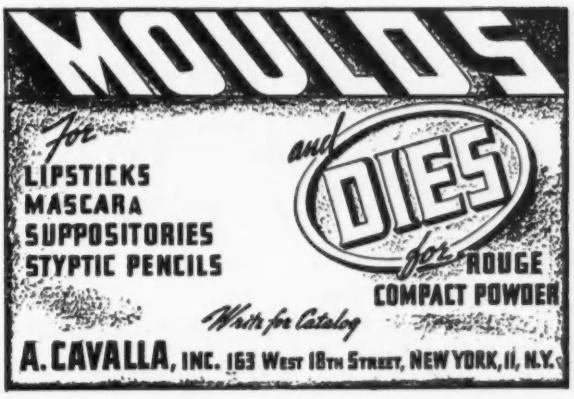

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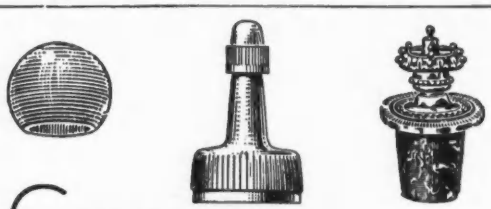
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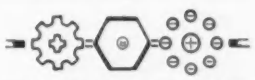

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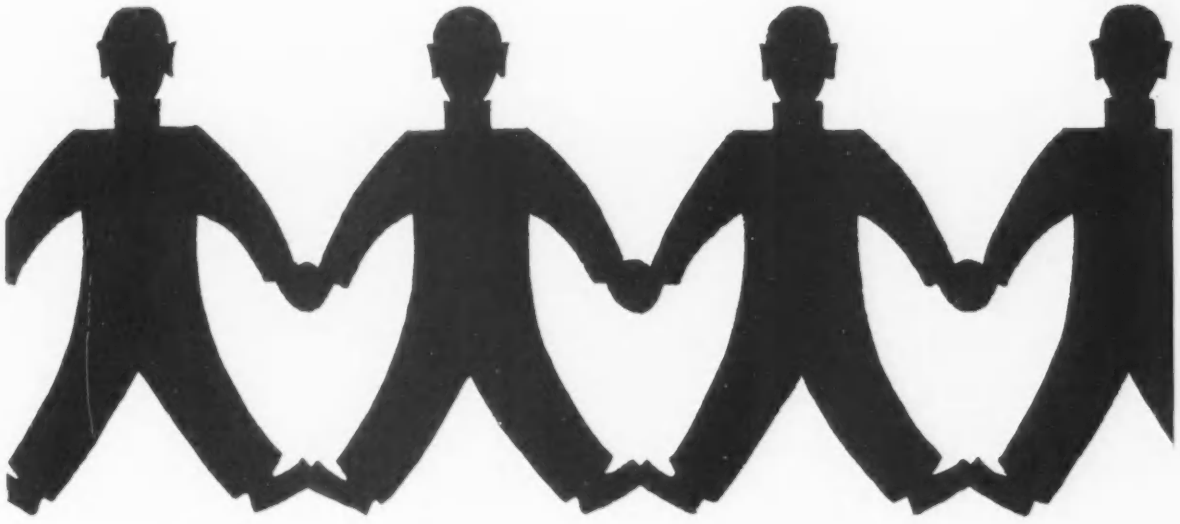

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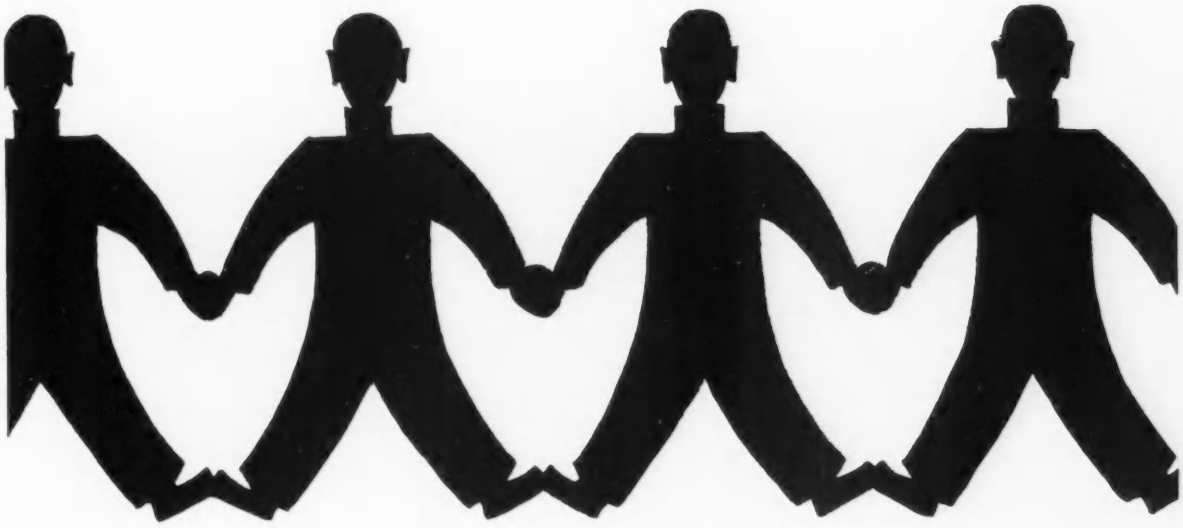

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